

Using Census Bureau Demographic and Economic Data to Spur Economic Development

North Dakota State Data Center
2018 Demographics Conference
March 20, 2018



Outline and Agenda

- Introduction
- Promoting Smart Economic Development
- Census Bureau Overview
 - The American Community Survey
 - Census Economic Surveys
 - The Economic Census
- A Shallow Dive into the Demographic Data for North Dakota
- A Deeper Dive into the Business Data...
- Q&A

Our Scenario

- How Do We Promote Smart Economic Development?
 - *How are the demographics of our state changing, and how does this impact their business needs?*
 - *What sectors and industries are **doing well** and how can we continue to promote these and related businesses?*
 - *What sectors and industries are **not doing as well** and how can we improve?*
 - *How can we **help businesses** succeed?*
- What *Census Bureau* Data Can We Use to Do This?
 - Latest data for **employer businesses** (from *County Business Patterns*)
 - Impact/importance of **nonemployer businesses** (from *Nonemployer Statistics*)
 - Latest detailed **revenue data** and data for **local areas** (from the *Economic Census*)
 - Impact/importance of **minority- and women-owned businesses** (from the *Survey of Business Owners*)

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of all 50 states
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

**Decennial Population
and Housing Census**
Every 10 years

Economic Census
Every 5 years

Census of Governments
Every 5 years

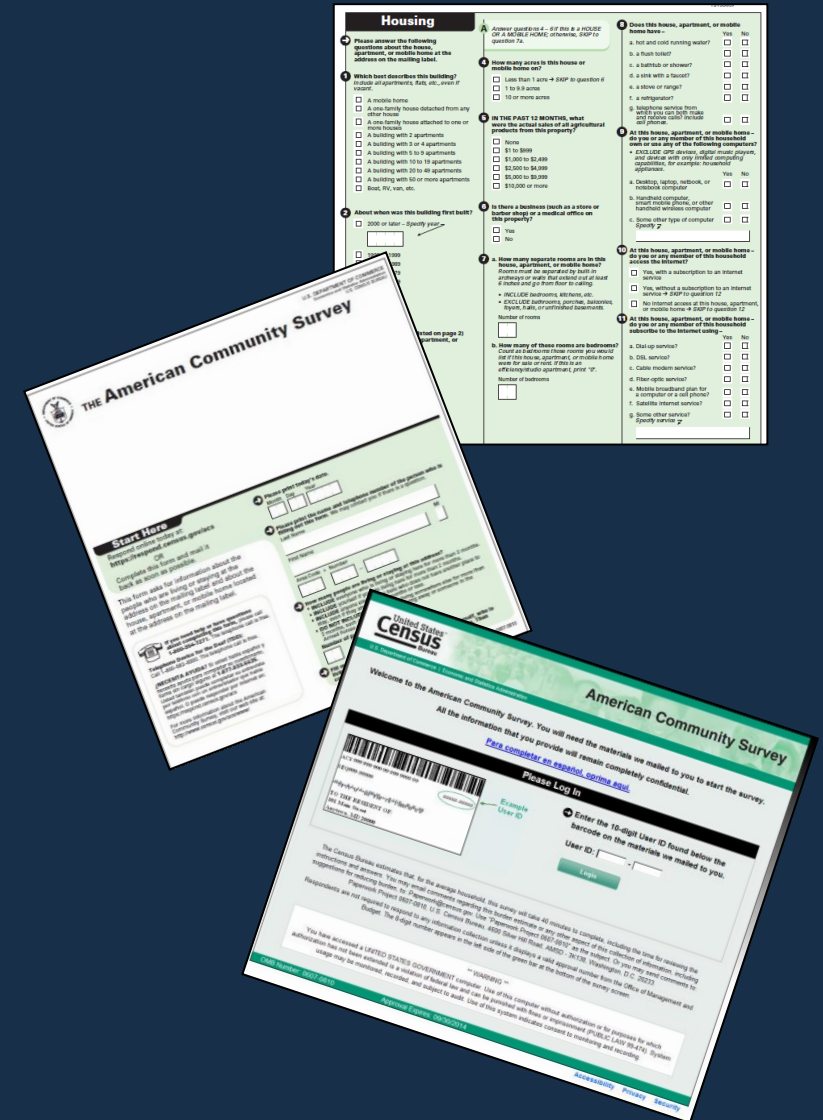
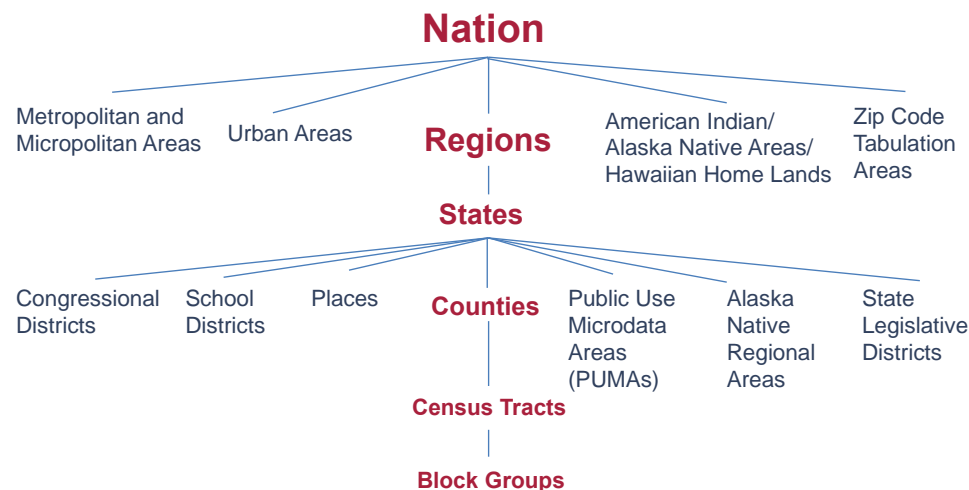
American Community Survey
Annual

Annual Retail Trade
Annual

**Plus more than 130
demographic and economic
surveys every year**

American Community Survey

- Ongoing monthly survey sent to 3.5 million addresses per year to produce detailed population and housing estimates
- Designed to produce *critical information on small areas and small population groups* previously collected on the decennial long form
- Supports over 300 known Federal Government uses
- Reports on more than 35,000 communities, 930,000 “geographic areas.”



ACS Content

Social

Ancestry
Citizenship Status
Disability Status
Educational Attainment &
School Enrollment
Fertility
Grandparents as Caregivers
Language Spoken at Home
Marital History; Marital Status
Migration/Residence 1 Year
Ago
Period of Military Service
Place of Birth
Undergraduate Field of Degree
Veteran Status
Year of Entry

Demographic

Age
Hispanic or Latino Origin
Race
Relationship to Householder
Sex

Economic

Commuting (Journey to Work)
Place of Work
Employment Status
Food Stamps/SNAP
Health Insurance Coverage
Income and Earnings
Industry, Occupation
Class of Worker
Poverty Status
Work Status Last Year

Housing

Bedrooms
Computer and Internet Use
House Heating Fuel
Kitchen Facilities
Occupancy/Vacancy Status
Occupants Per Room
Plumbing Facilities
Rent
Rooms
Selected Monthly Owner Costs
Telephone Service Available
Tenure (Owner/Renter)
Units in Structure
Value of Home
Vehicles Available
Year Householder Moved In
Year Structure Built

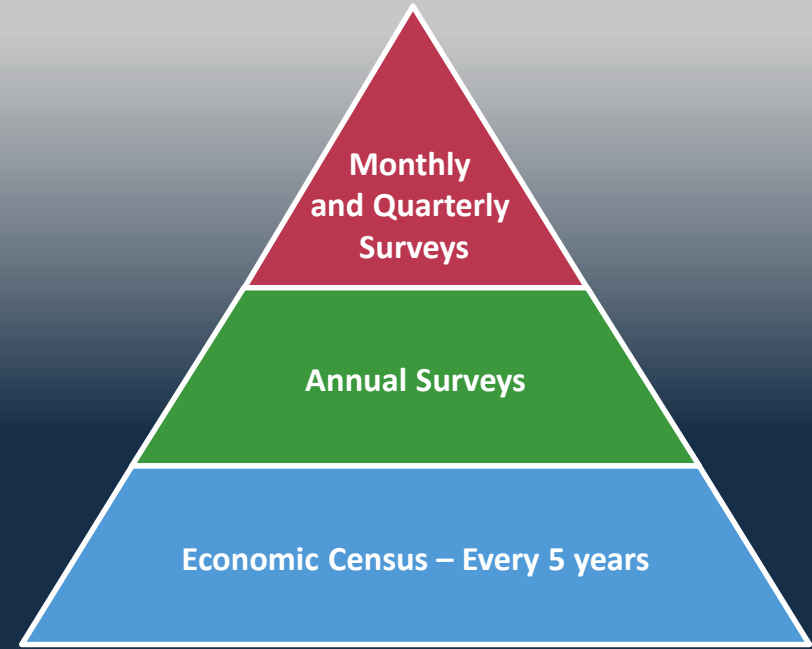
35+ Topics



1000+ Tables



11 Billion Estimates



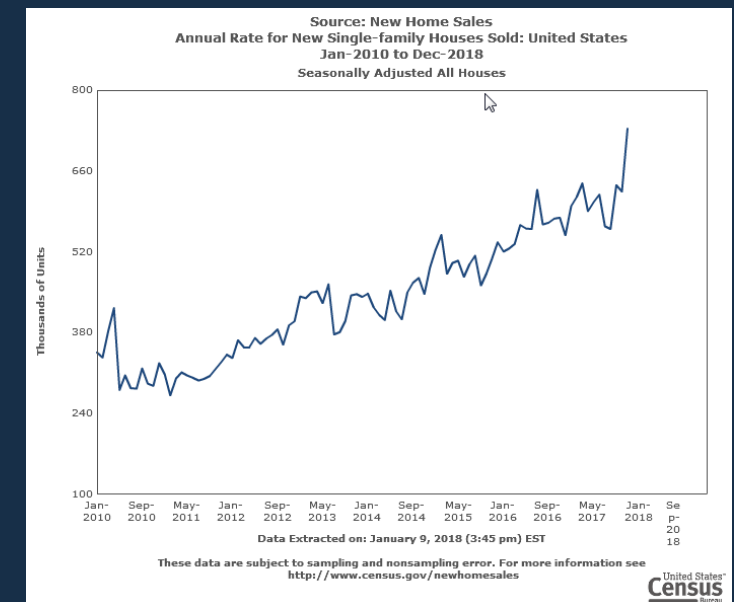
Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
 - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
 - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

Economic Indicators



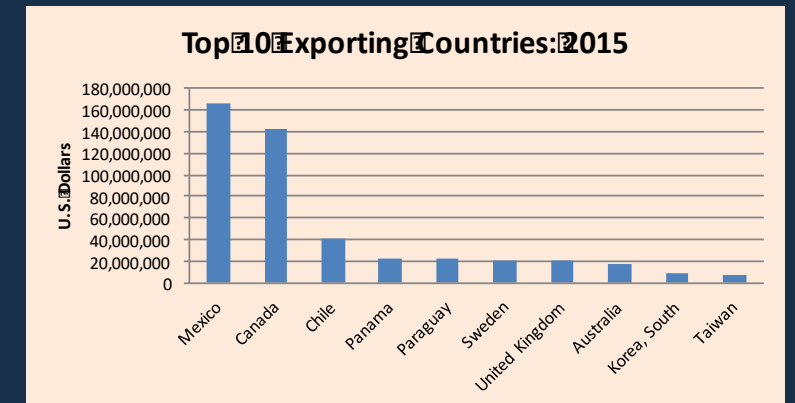
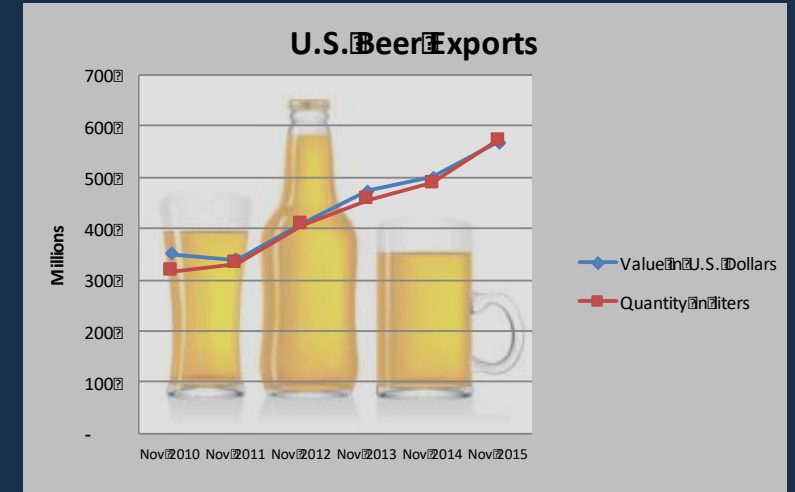
- 17 Census Bureau surveys that provide key economic statistics for nearly every sector
 - Monthly, including:
 - Retail Trade Survey, Building Permits, and Exports/Imports
 - Quarterly Financial Report; Quarterly Services Survey
- Sample surveys
- Shown at the national level only, except:
 - Building Permits/Housing Starts
 - International Trade data
- Released on the *Economic Indicators Briefing Room*:
www.census.gov/economic-indicators/index.php



International Trade



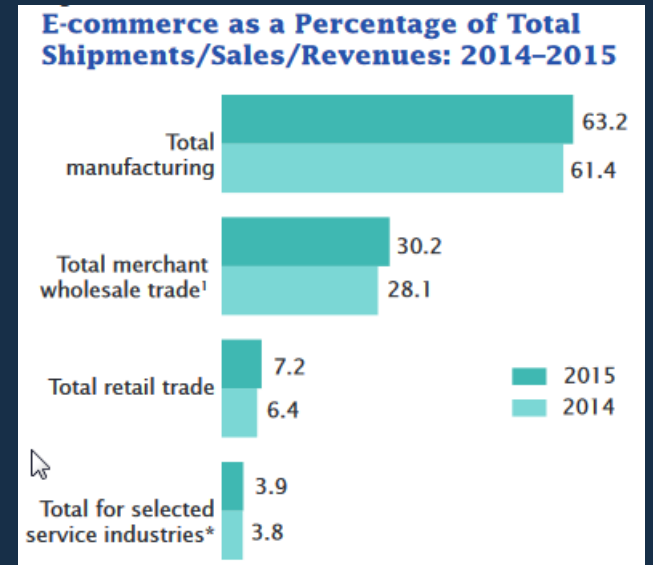
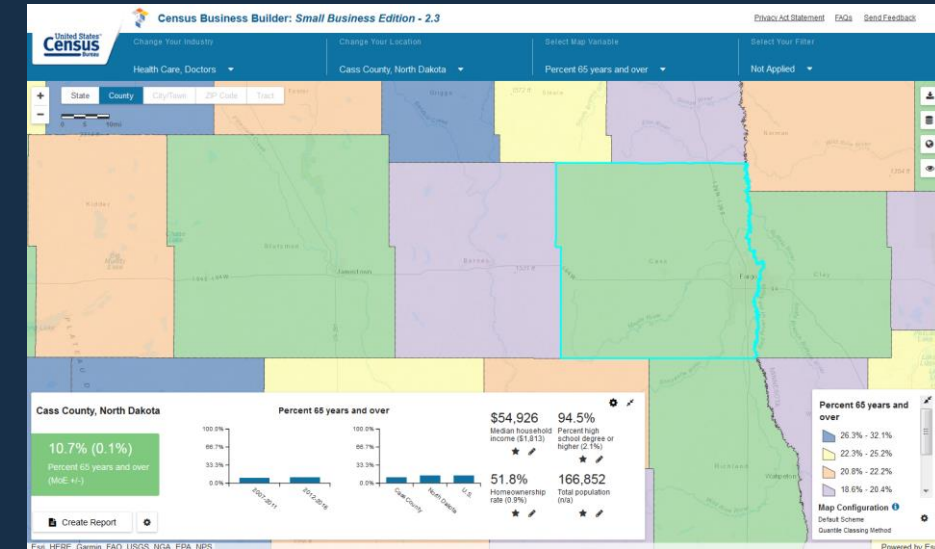
- 10 Census Bureau surveys that provide monthly and annual U.S. exports and imports statistics at the national, state, and port levels
- Also provides data by Commodity Classification
 - e.g. Beer and Ale sales across multiple industries (liquor stores, grocery stores, convenience, etc.)
- Issues export regulations from the U.S.
- See [census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html)



Annual Economic Programs

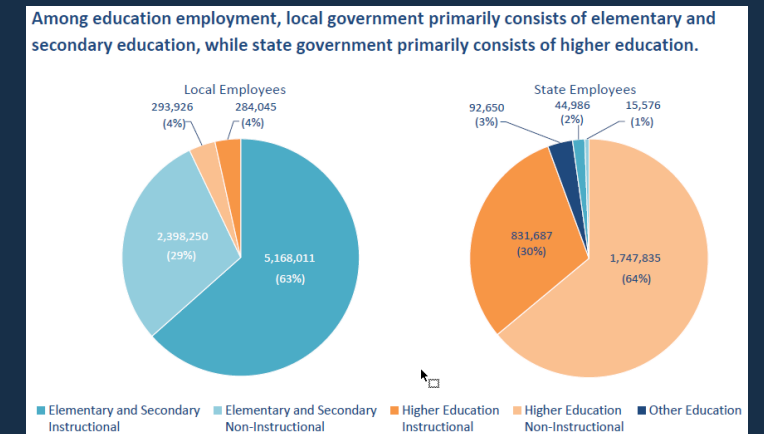
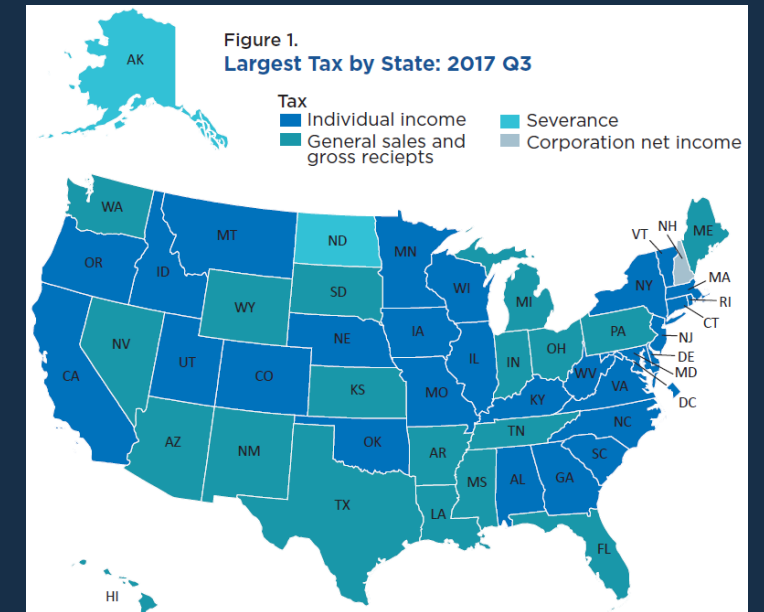
Annual Surveys

- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
 - *County Business Patterns*: National, State, Metro, County, ZIP Code
 - *Non-Employer Statistics*: National, State, Metro, County
 - *Annual Survey of Manufacturers*: National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on American FactFinder, QuickFacts, Excel files, and other Census tools



Public Sector (Governments)

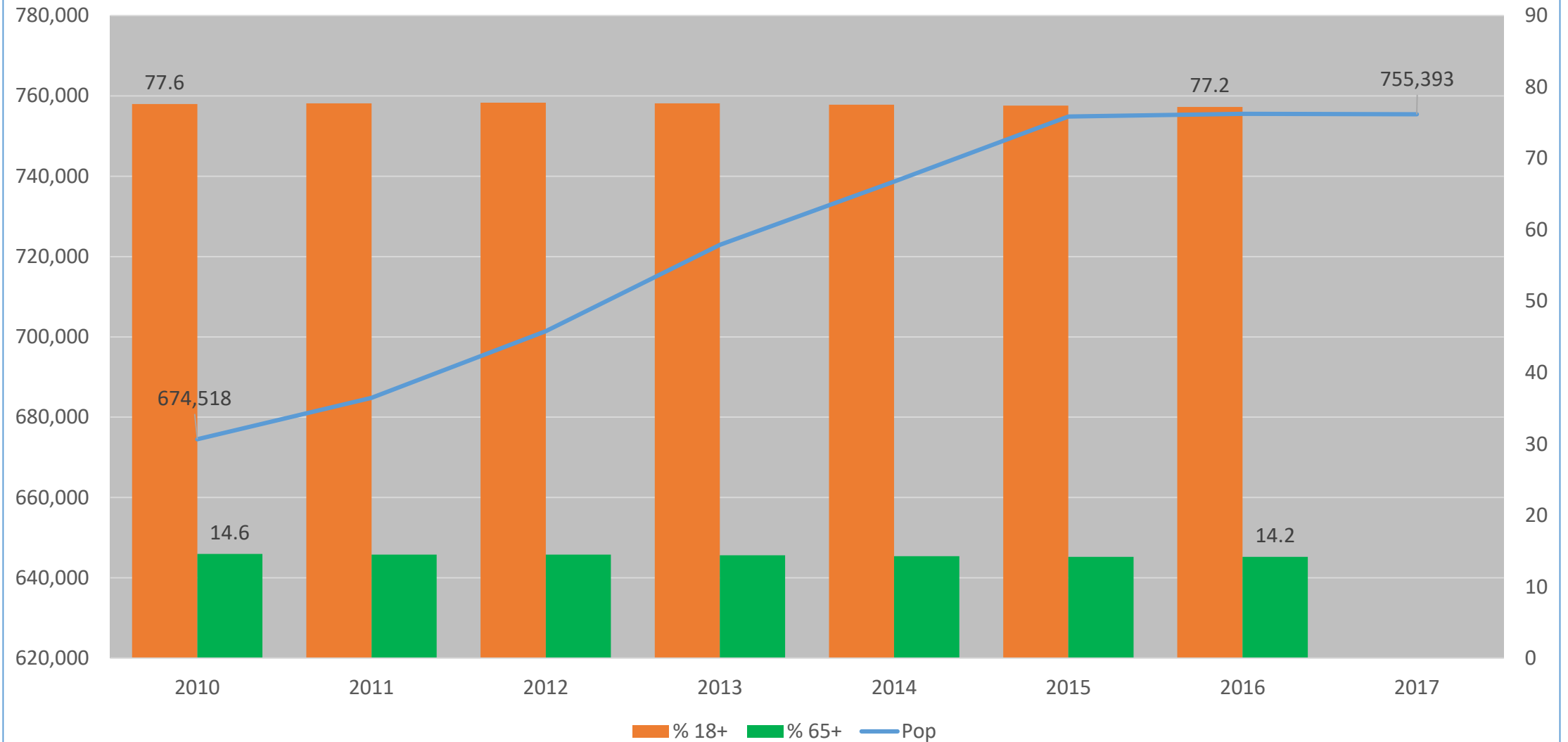
- 5 surveys that provide economic statistics about state and local governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
 - Organization and Structure
 - Government Employment
 - Government Finances
- Released on American FactFinder, Excel files, and other Census tools



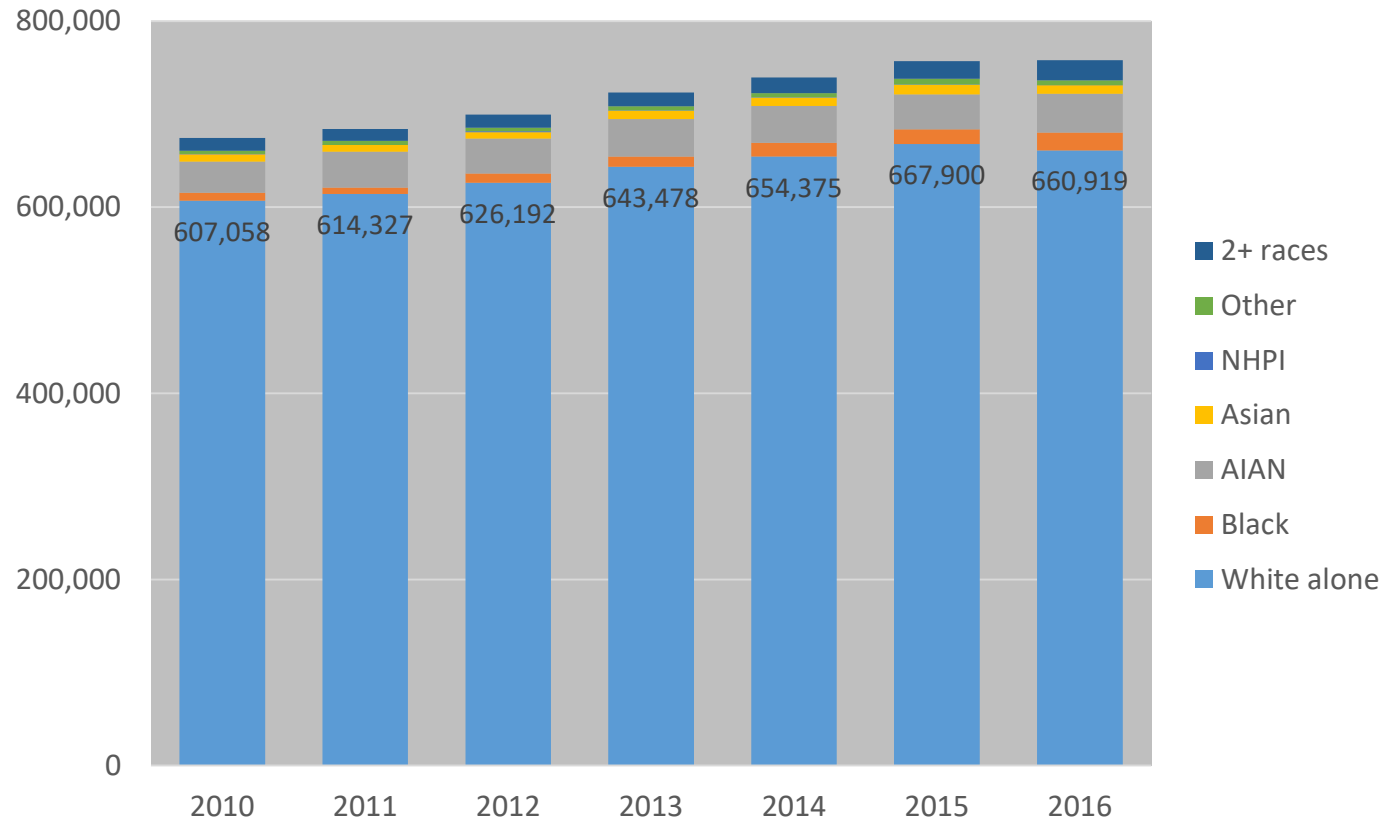


What's Happening with the Population in North Dakota?

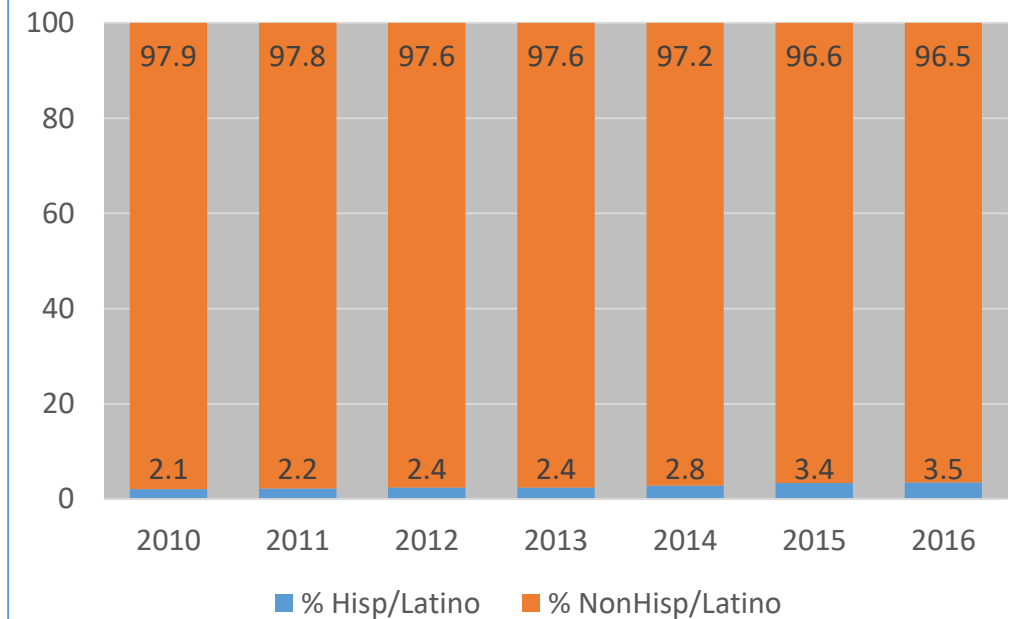
North Dakota Total Population and by Age Range: 2010 to 2017



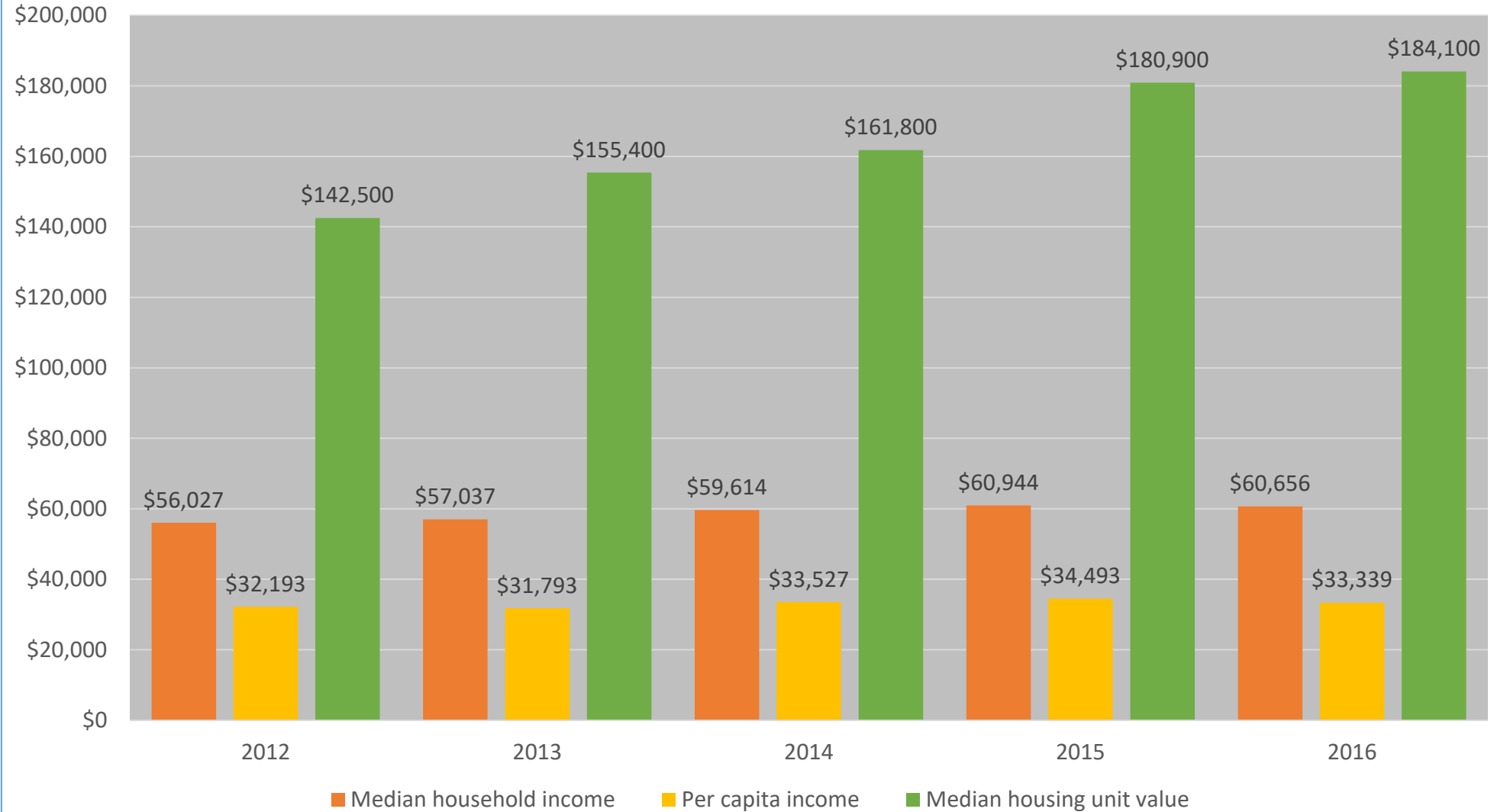
North Dakota Population by Race: 2010 to 2016



Percent North Dakota Hispanic/Non-Hispanic Population: 2010 to 2016



Selected Financial Data for North Dakota: 2012 to 2016





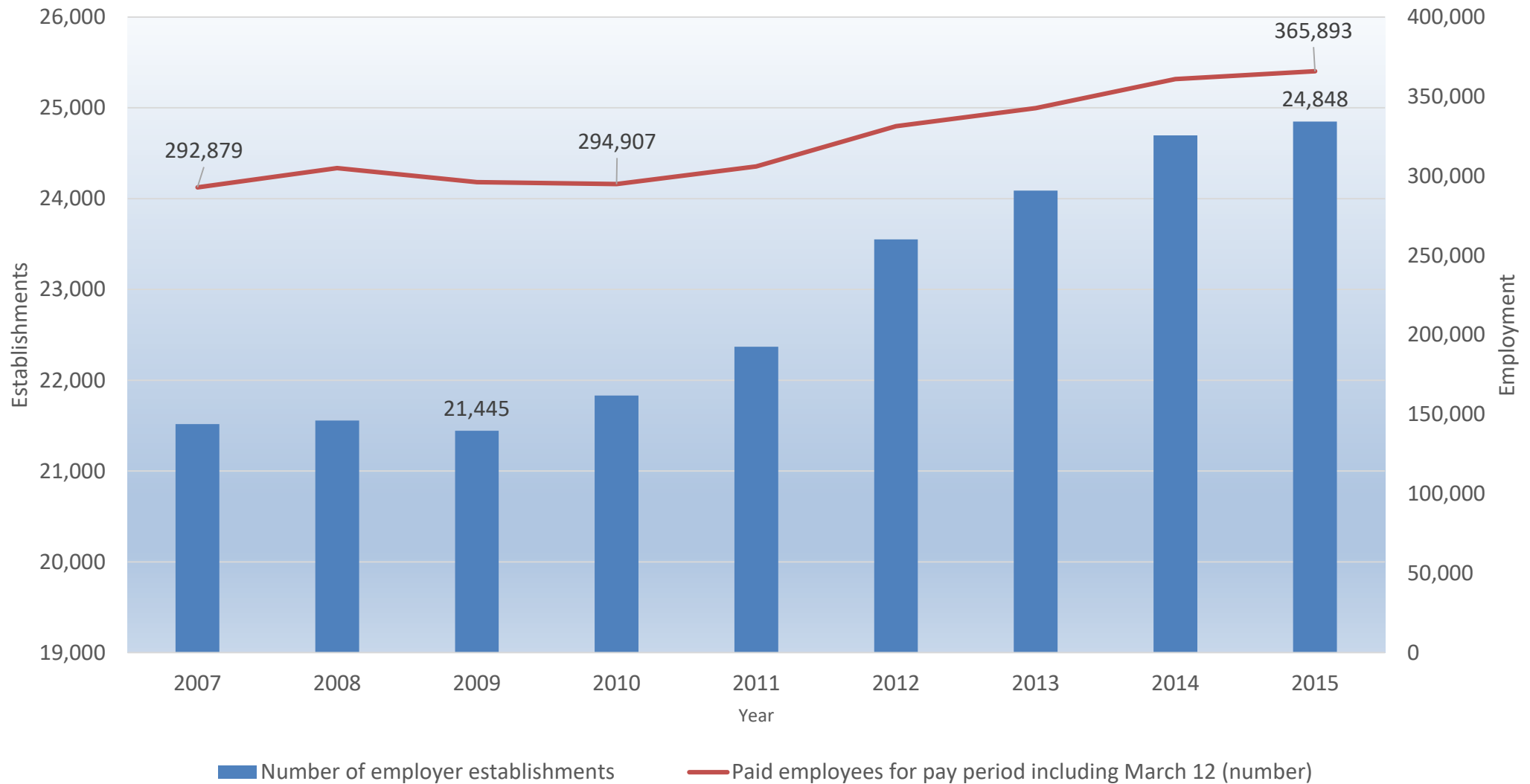
What's Happening with Businesses in North Dakota?

Employer Businesses

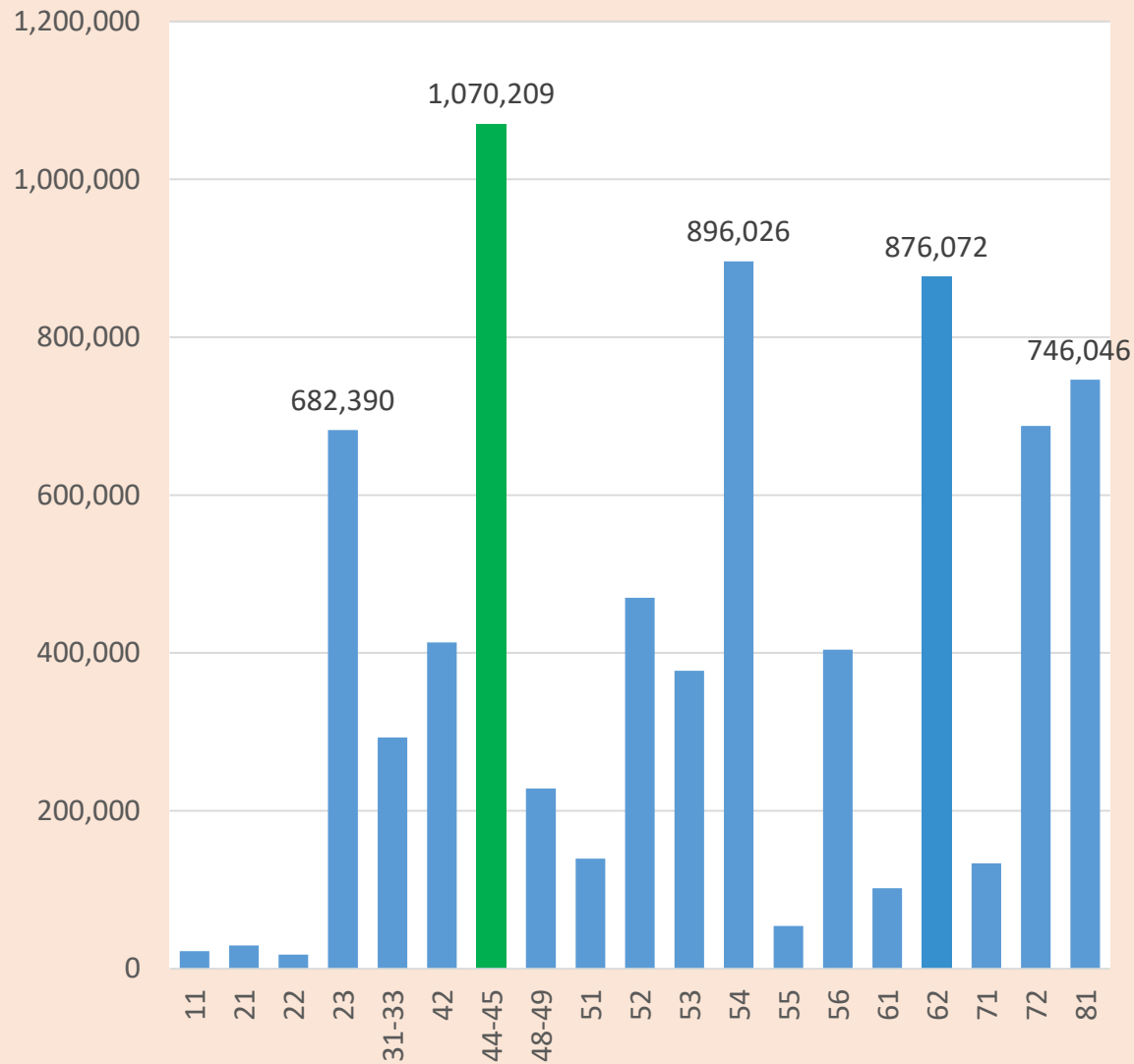
- Includes businesses with 1 or more paid employees
- File the Payroll Tax Form 940/941 with the IRS
- Covered by most Census Bureau economic programs (and most other sources)
- Make up **25%** of all US businesses but over **96%** of GDP
- The primary engine that drives the US economy



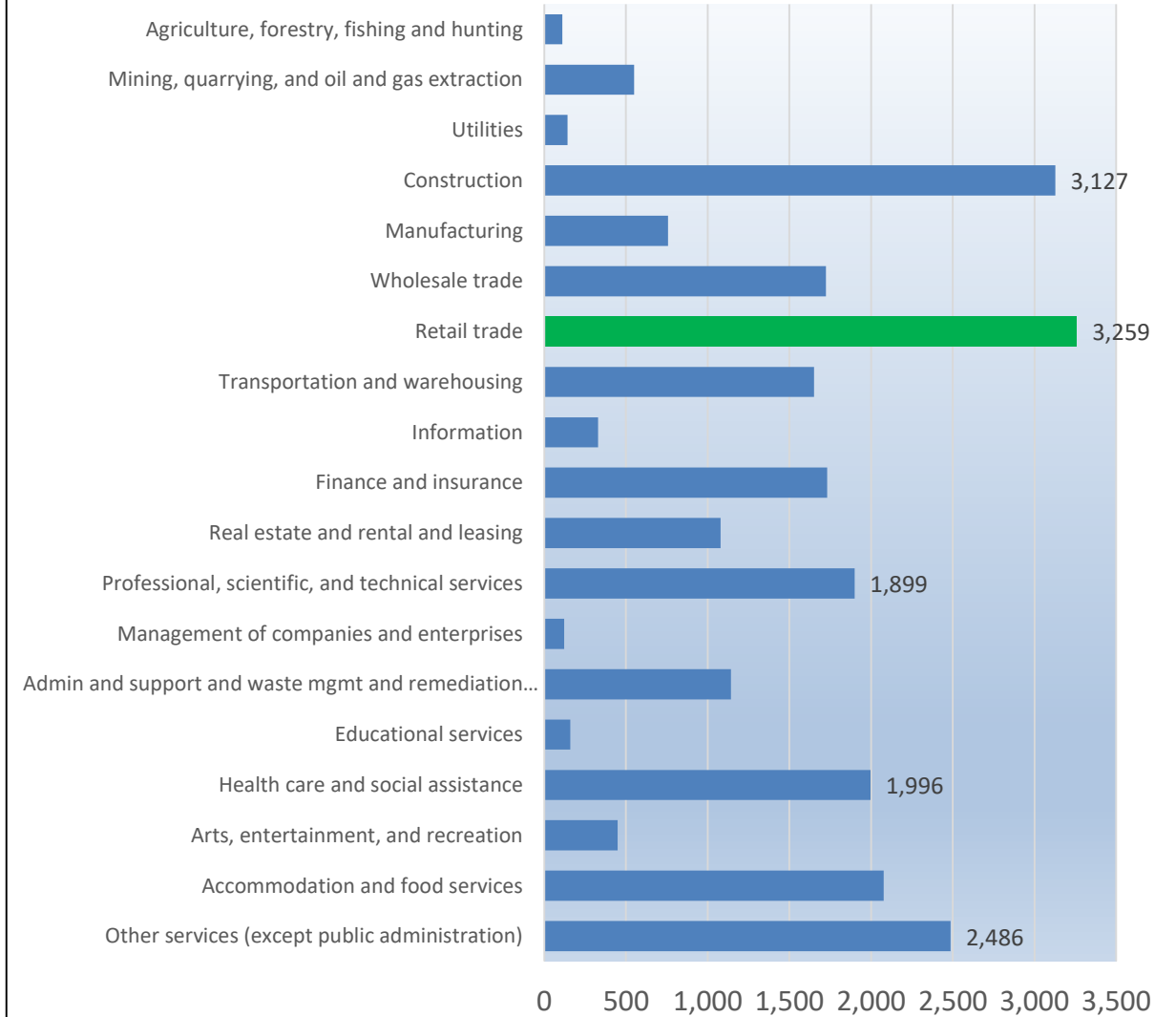
North Dakota Employer Establishments: 2007 to 2015



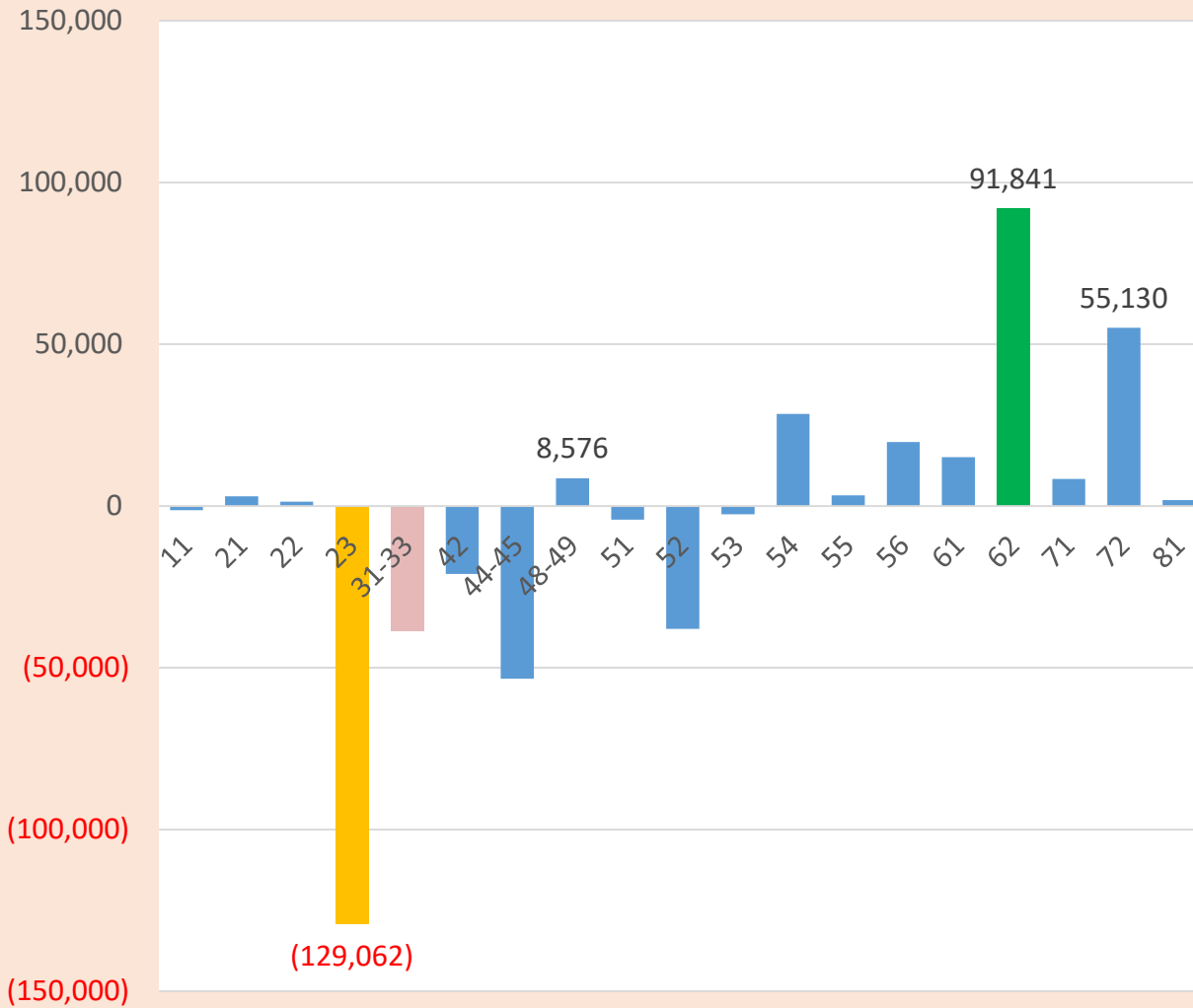
Employer Establishments in the U.S.: 2015



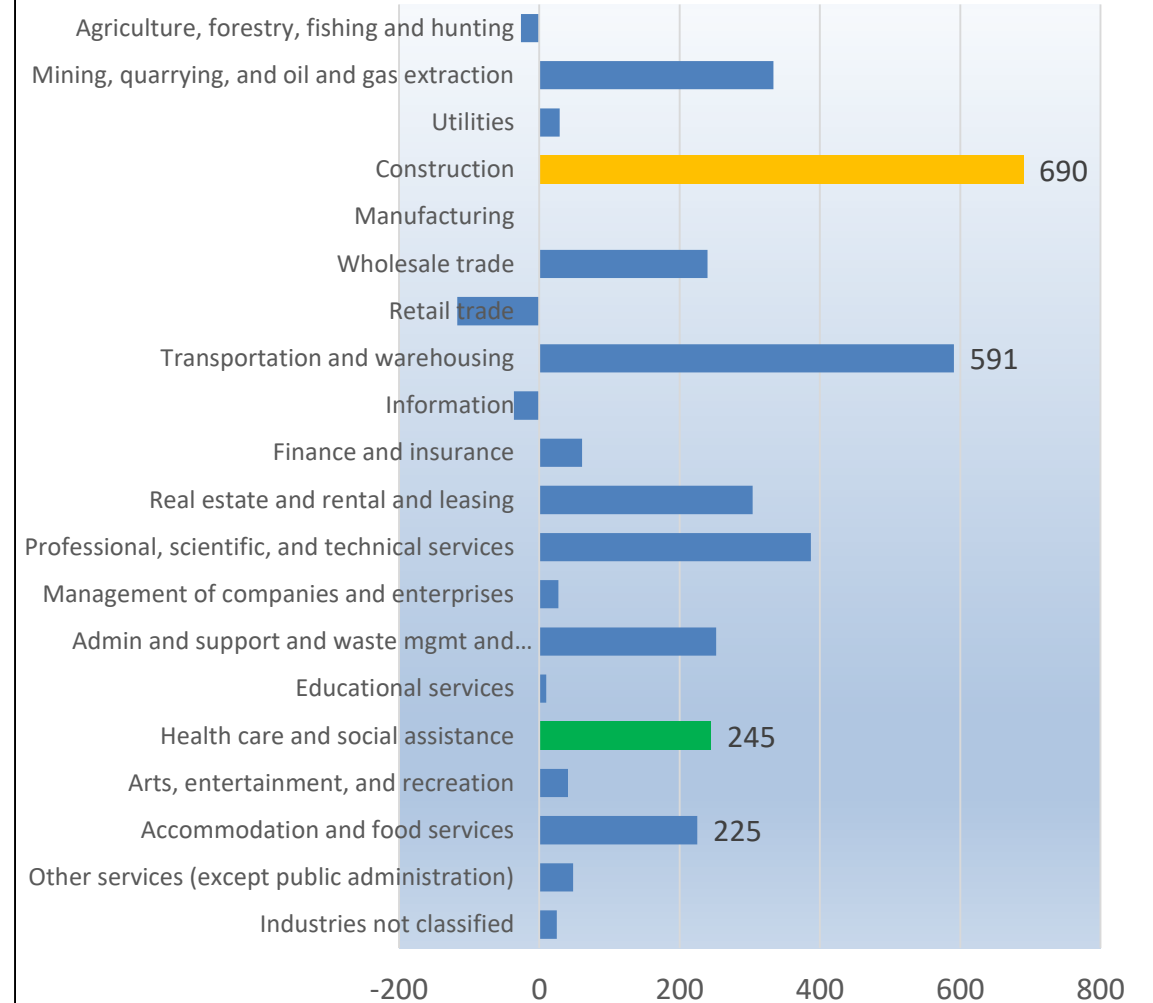
Employer Establishments in North Dakota: 2015



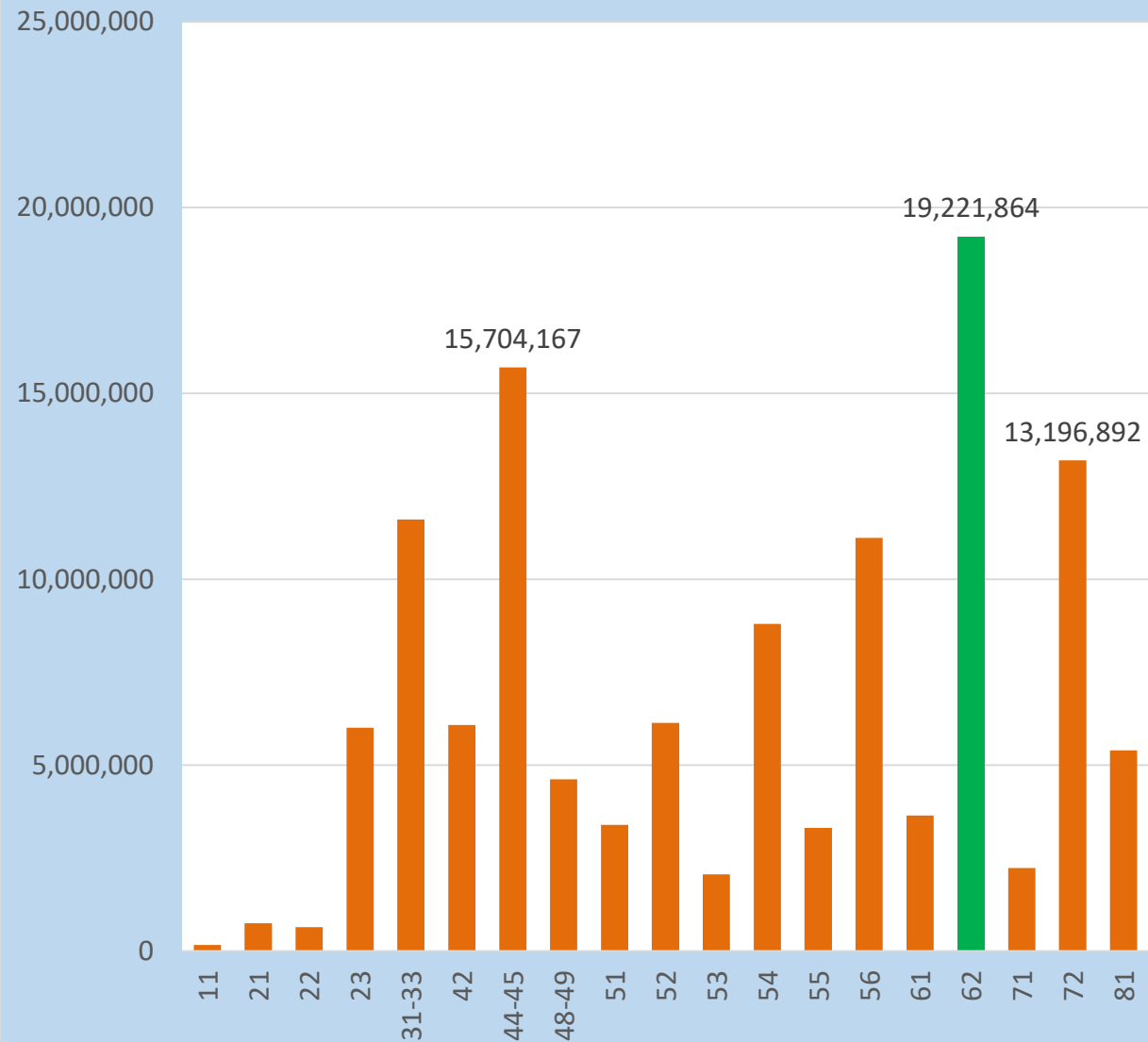
Employer Establishment Change in the U.S.: 2007 to 2015



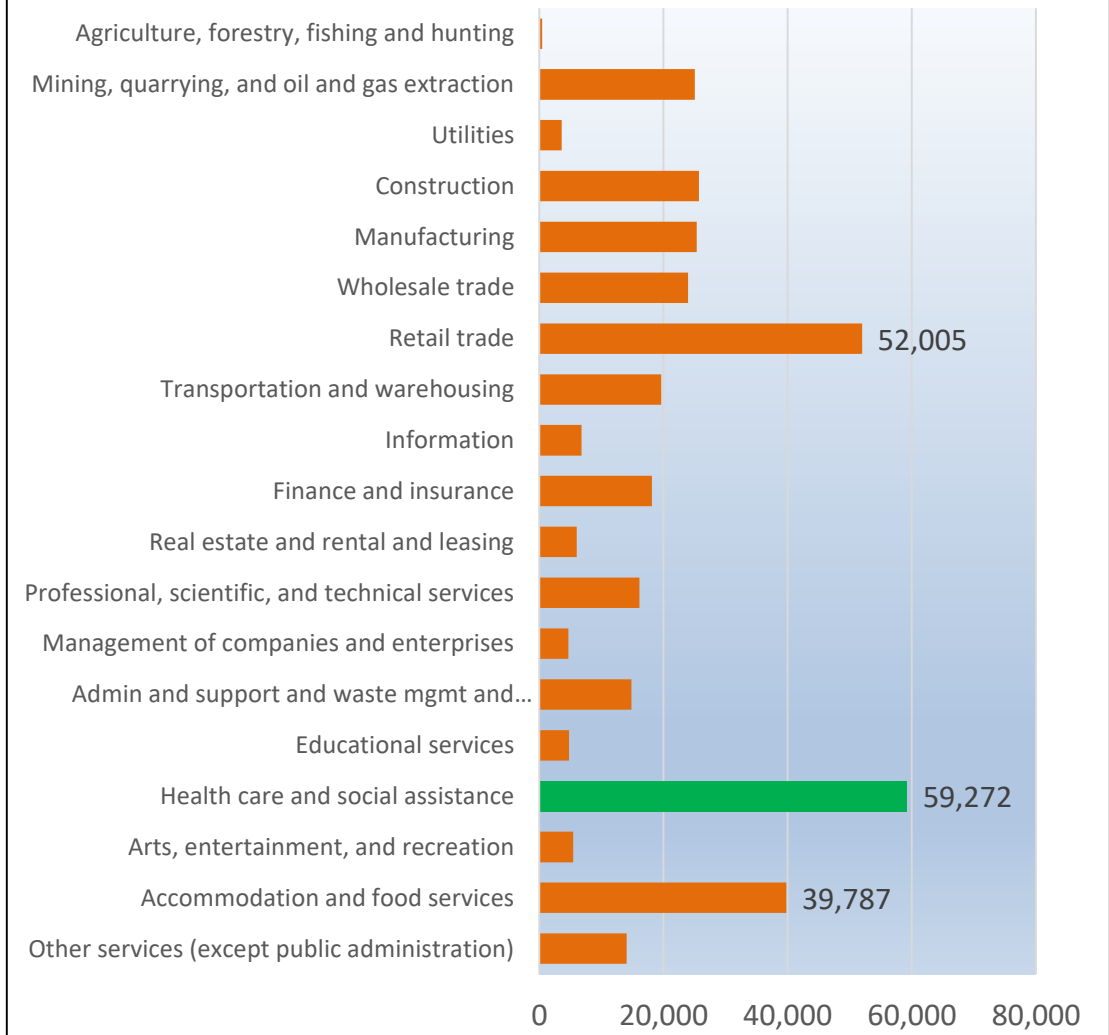
Employer Establishment Change in North Dakota: 2007 to 2015



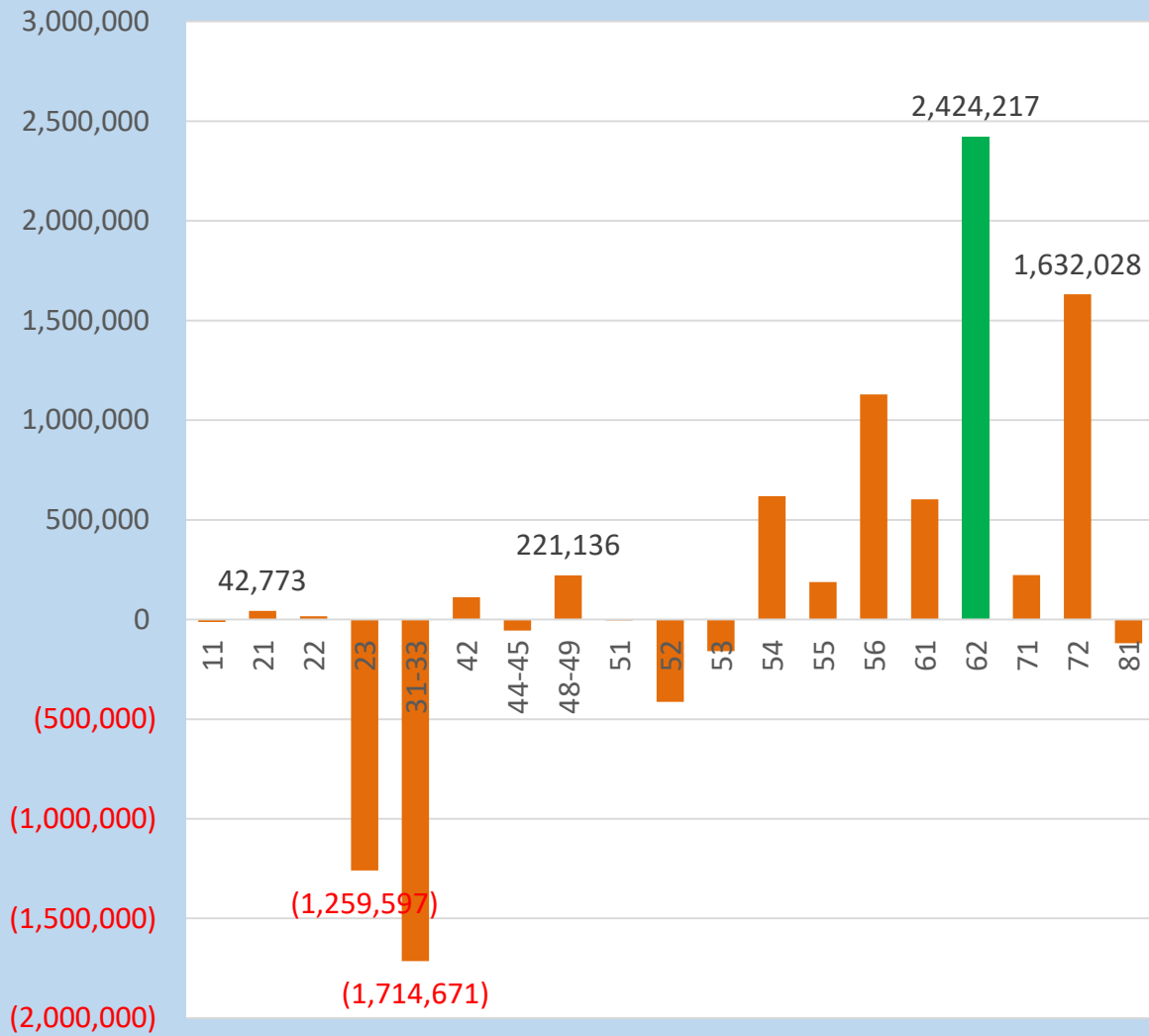
Employer Employment in the U.S.: 2015



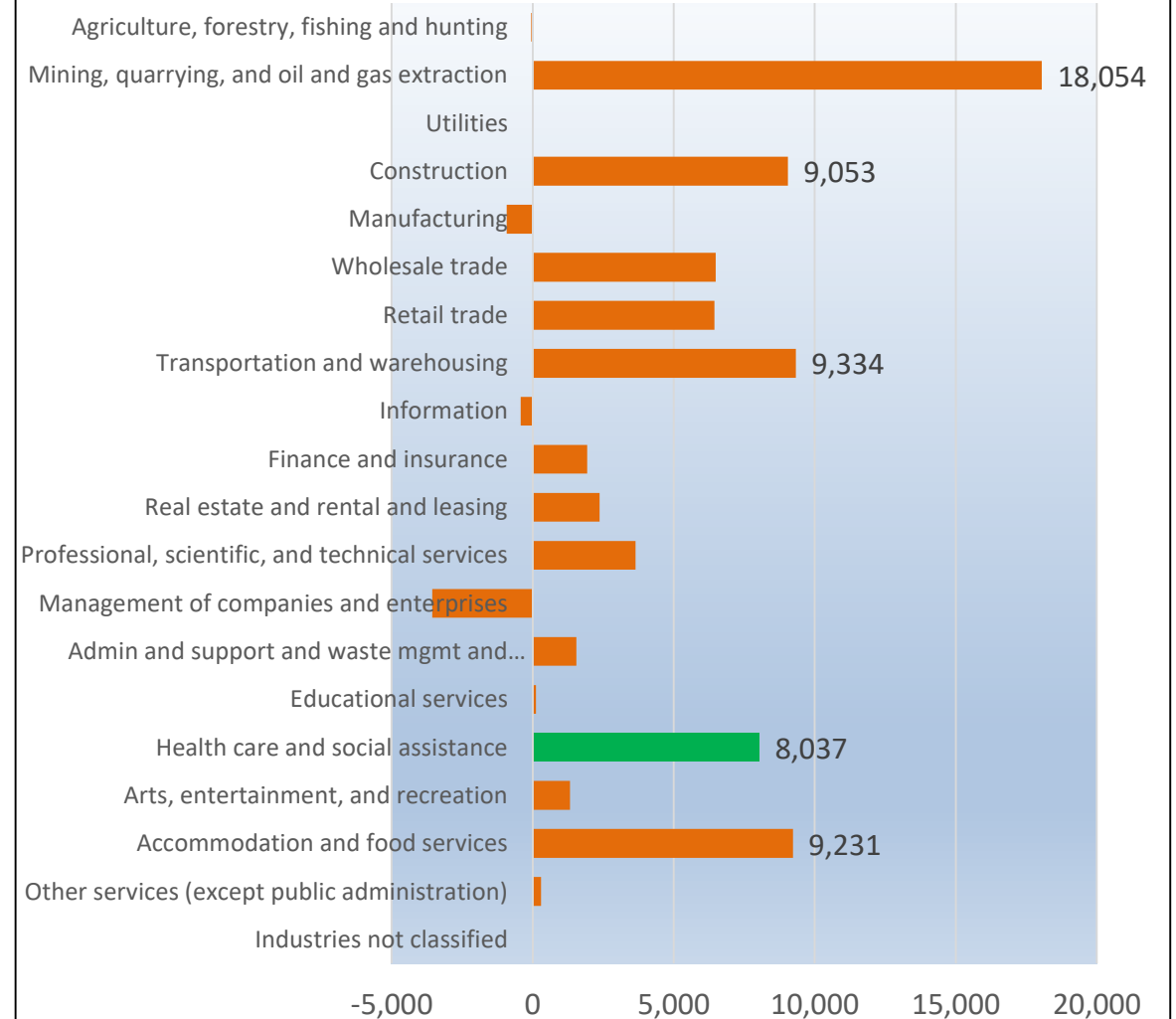
Employer Employment in North Dakota: 2015



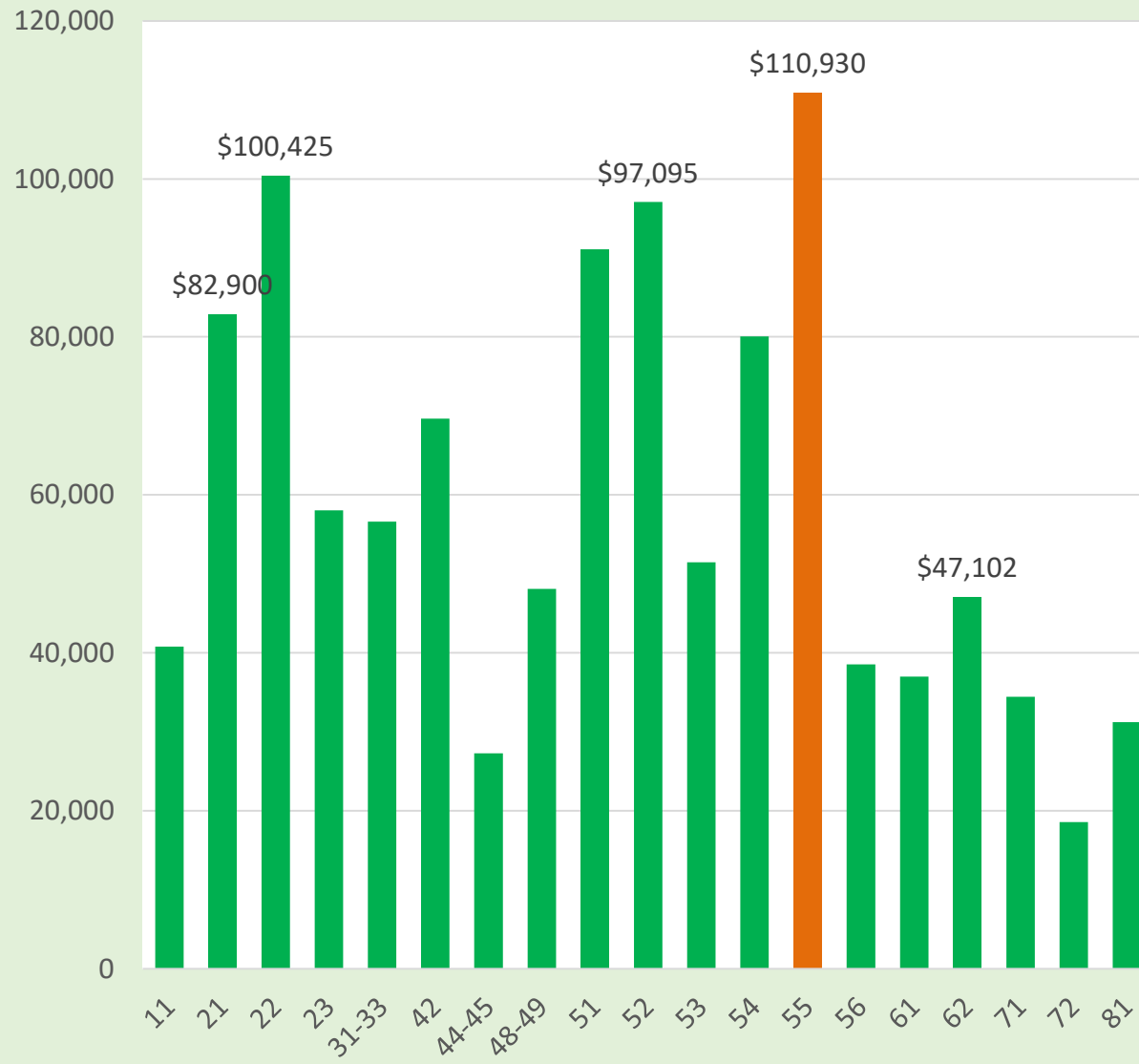
Employer Employment Change in the U.S.: 2007 to 2015



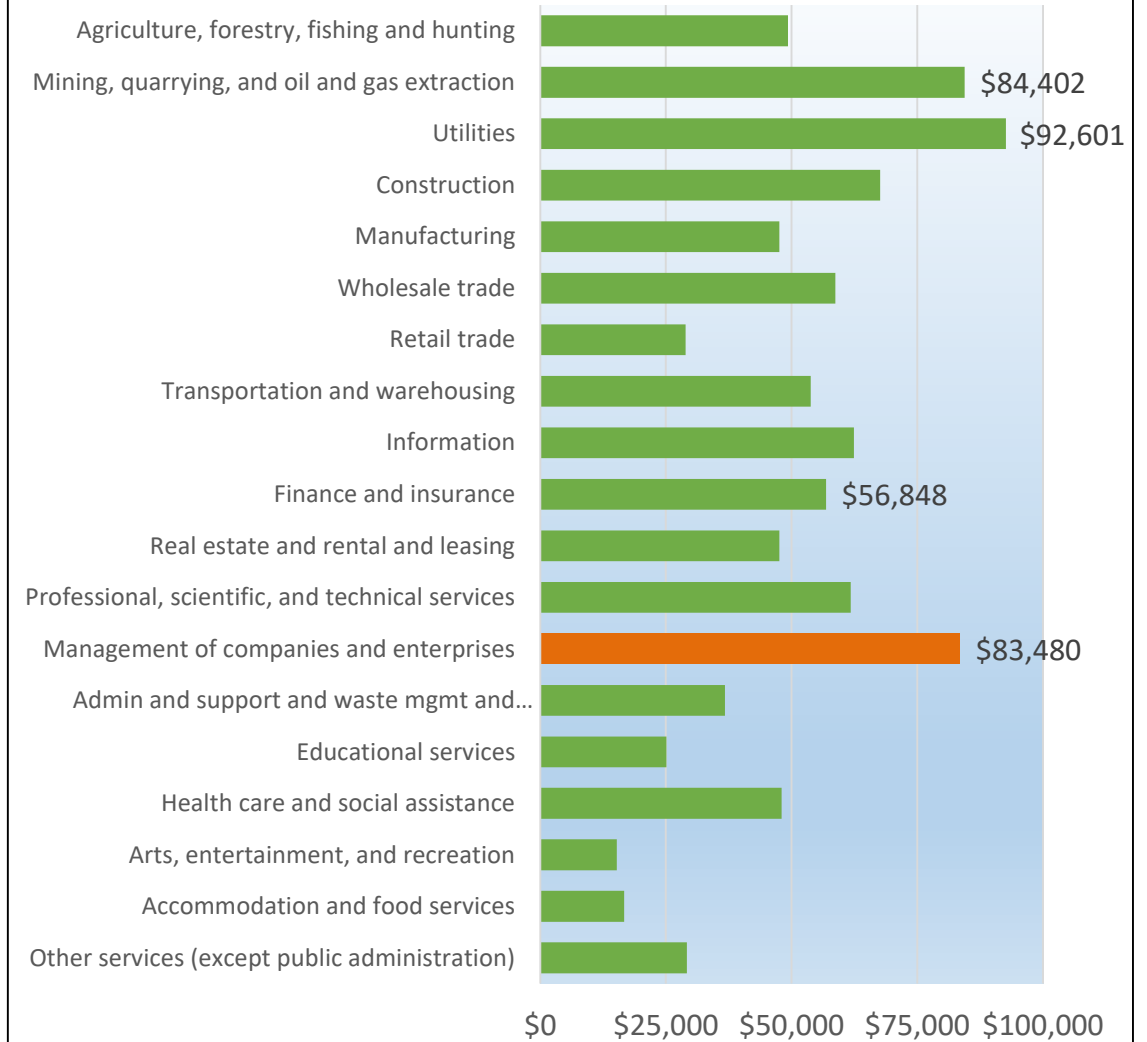
Employer Employment Change in North Dakota: 2007 to 2015



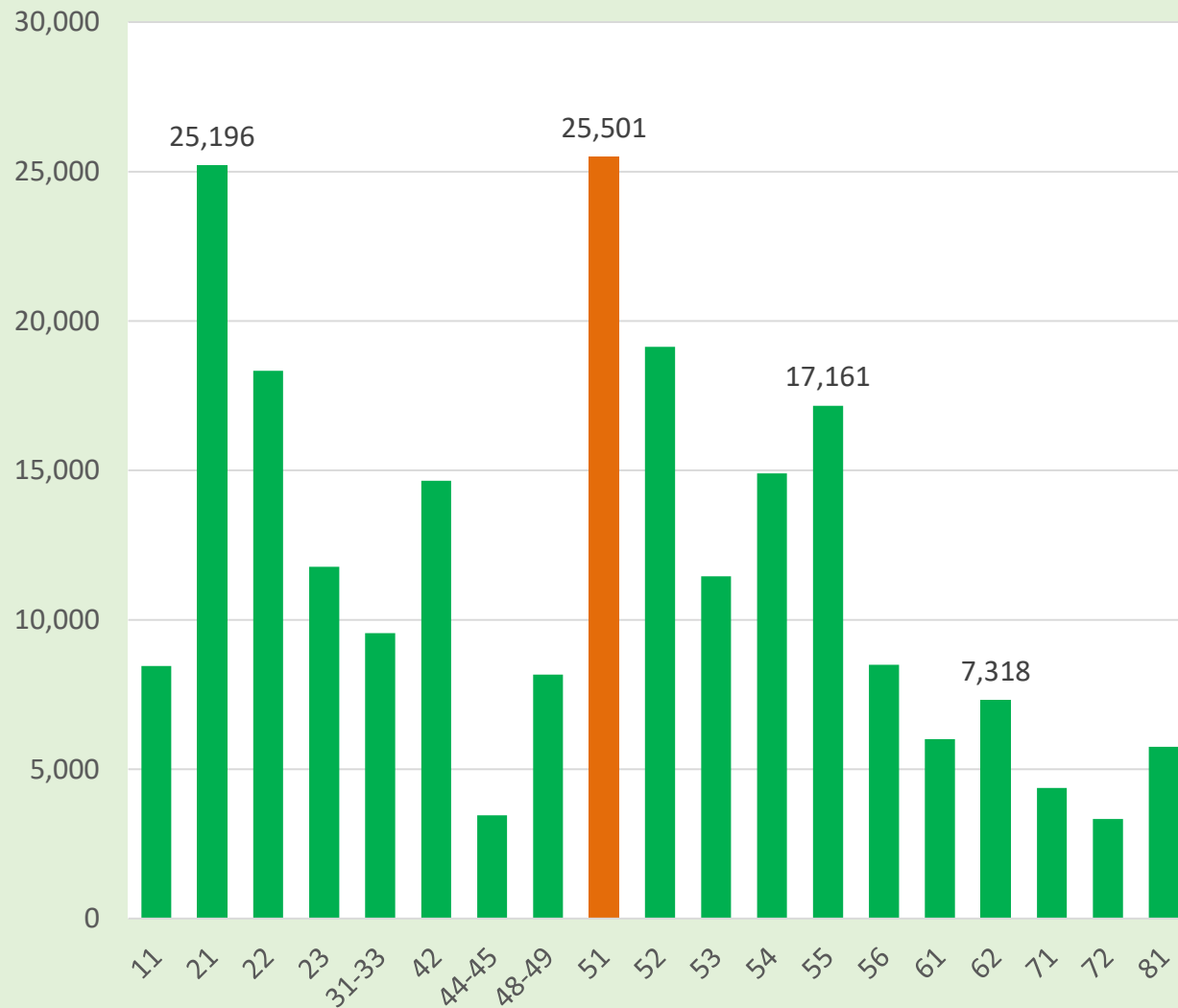
Employer Payroll per Employee: U.S., 2015



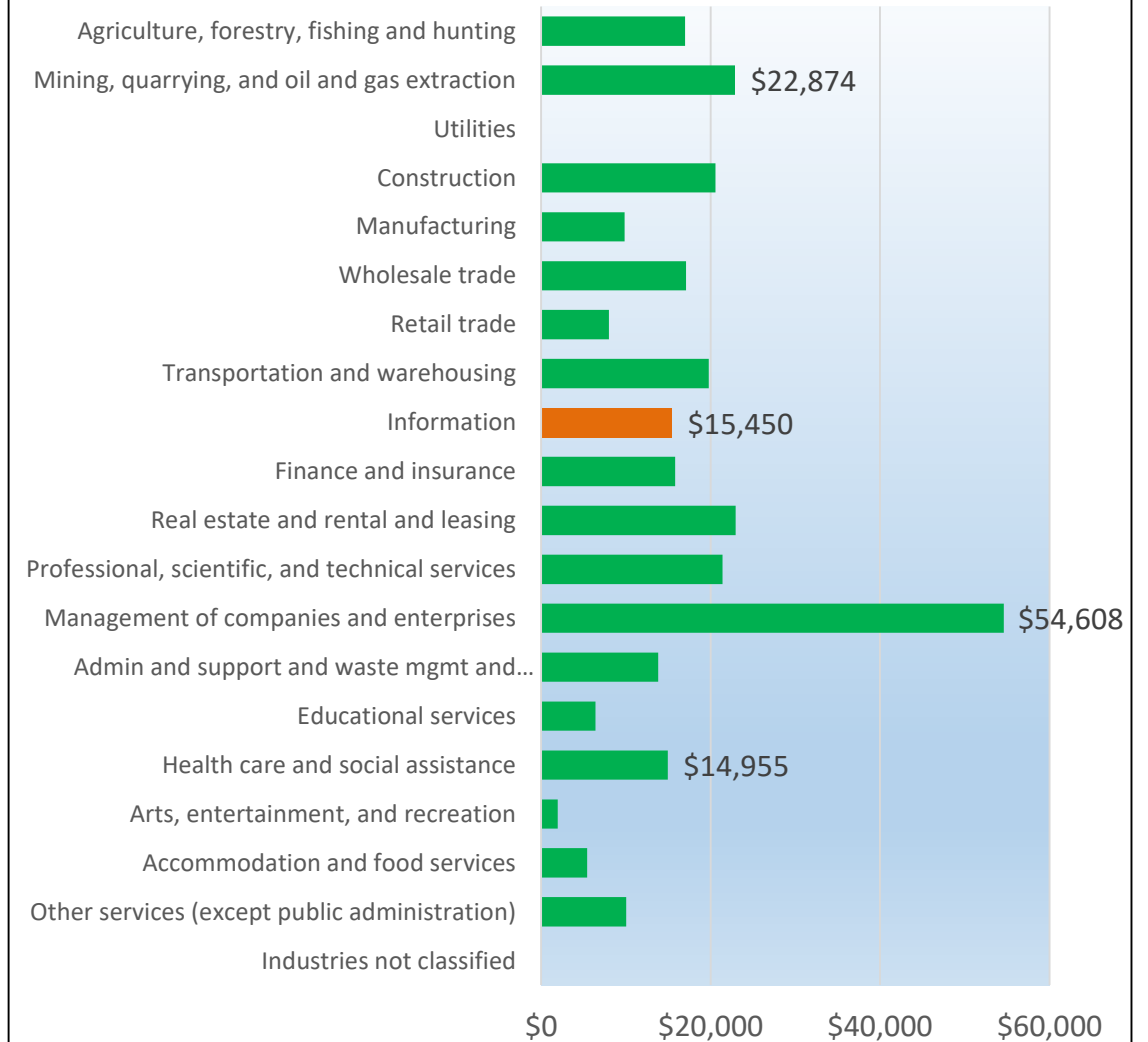
Employer Annual Payroll per Employee in North Dakota: 2015



Employer Payroll per Employee Change in the U.S.: 2007 to 2015



Employer Annual Payroll per Employee Change in North Dakota: 2007 to 2015



County Rankings

| Geographic area name | 2015 | | | | Change: 2007 to 2015 | | | |
|----------------------|--------------------------|---|--------------------------|----------------------------------|--------------------------|---|--------------------------|----------------------------------|
| | Number of establishments | Paid employees for pay period including March 12 (number) | Annual payroll (\$1,000) | Annual payroll per employee (\$) | Number of establishments | Paid employees for pay period including March 12 (number) | Annual payroll (\$1,000) | Annual payroll per employee (\$) |
| Cass County | 5,436 | 102,901 | 4,655,787 | 45,245 | 494 | 9,687 | 1,523,359 | 11,641 |
| Burleigh County | 3,040 | 47,707 | 2,233,837 | 46,824 | 366 | 5,037 | 808,319 | 13,416 |
| Ward County | 2,150 | 29,739 | 1,337,142 | 44,963 | 451 | 7,061 | 721,087 | 17,797 |
| Grand Forks County | 1,918 | 34,034 | 1,306,292 | 38,382 | 95 | 2,096 | 405,202 | 10,168 |
| Williams County | 1,564 | 26,379 | 1,788,591 | 67,804 | 689 | 18,155 | 1,492,019 | 31,742 |
| Stark County | 1,225 | 17,543 | 913,300 | 52,061 | 333 | 6,589 | 579,335 | 21,573 |
| Morton County | 833 | 9,862 | 445,539 | 45,177 | 111 | 1,849 | 187,536 | 12,979 |
| Stutsman County | 693 | 9,349 | 346,421 | 37,054 | 27 | 613 | 132,117 | 12,523 |
| McKenzie County | 536 | 7,444 | 490,134 | 65,843 | 360 | 6,154 | 442,451 | 28,879 |
| Richland County | 536 | 6,232 | 238,881 | 38,331 | 9 | (30) | 60,383 | 9,826 |

Number of Establishments

| Geographic area name | 2015 | | | | Change: 2007 to 2015 | | | |
|----------------------|--------------------------|---|--------------------------|----------------------------------|--------------------------|---|--------------------------|----------------------------------|
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| McKenzie County | 536 | 7,444 | 490,134 | 65,843 | 360 | 6,154 | 442,451 | 28,879 |
| Stark County | 1,225 | 17,543 | 913,300 | 52,061 | 333 | 6,589 | 579,335 | 21,573 |
| Mountrail County | 394 | 4,915 | 287,522 | 58,499 | 200 | 3,510 | 250,308 | 32,012 |
| Morton County | 833 | 9,862 | 445,539 | 45,177 | 111 | 1,849 | 187,536 | 12,979 |
| Dunn County | 190 | 3,084 | 176,297 | 57,165 | 104 | 2,222 | 155,027 | 32,490 |
| Grand Forks County | 1,918 | 34,034 | 1,306,292 | 38,382 | 95 | 2,096 | 405,202 | 10,168 |

County Rankings

| Geographic area name | 2015 | | | | Change: 2007 to 2015 | | | |
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| Ward County | 2,150 | 29,739 | 1,337,142 | 44,963 | 451 | 7,061 | 721,087 | 17,797 |
| Williams County | 1,564 | 26,379 | 1,788,591 | 67,804 | 689 | 18,155 | 1,492,019 | 31,742 |
| Stark County | 1,225 | 17,543 | 913,300 | 52,061 | 333 | 6,589 | 579,335 | 21,573 |
| Morton County | 833 | 9,862 | 445,539 | 45,177 | 111 | 1,849 | 187,536 | 12,979 |
| Stutsman County | 693 | 9,349 | 346,421 | 37,054 | 27 | 613 | 132,117 | 12,523 |
| McKenzie County | 536 | 7,444 | 490,134 | 65,843 | 360 | 6,154 | 442,451 | 28,879 |
| Richland County | 536 | 6,232 | 238,881 | 38,331 | 9 | (30) | 60,383 | 9,826 |

Number of Employees

| Geographic area name | 2015 | | | | Change: 2007 to 2015 | | | |
|----------------------|--------------------------|---|--------------------------|----------------------------------|--------------------------|---|--------------------------|----------------------------------|
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| Cass County | 5,436 | 102,901 | 4,655,787 | 45,245 | 494 | 9,687 | 1,523,359 | 11,641 |
| Ward County | 2,150 | 29,739 | 1,337,142 | 44,963 | 451 | 7,061 | 721,087 | 17,797 |
| Stark County | 1,225 | 17,543 | 913,300 | 52,061 | 333 | 6,589 | 579,335 | 21,573 |
| McKenzie County | 536 | 7,444 | 490,134 | 65,843 | 360 | 6,154 | 442,451 | 28,879 |
| Burleigh County | 3,040 | 47,707 | 2,233,837 | 46,824 | 366 | 5,037 | 808,319 | 13,416 |
| Mountrail County | 394 | 4,915 | 287,522 | 58,499 | 200 | 3,510 | 250,308 | 32,012 |
| Dunn County | 190 | 3,084 | 176,297 | 57,165 | 104 | 2,222 | 155,027 | 32,490 |
| Grand Forks County | 1,918 | 34,034 | 1,306,292 | 38,382 | 95 | 2,096 | 405,202 | 10,168 |
| Morton County | 833 | 9,862 | 445,539 | 45,177 | 111 | 1,849 | 187,536 | 12,979 |

County Rankings

| Geographic area name | 2015 | | | | Change: 2007 to 2015 | | | |
|----------------------|--------------------------|---|--------------------------|----------------------------------|--------------------------|---|--------------------------|----------------------------------|
| | Number of establishments | Paid employees for pay period including March 12 (number) | Annual payroll (\$1,000) | Annual payroll per employee (\$) | Number of establishments | Paid employees for pay period including March 12 (number) | Annual payroll (\$1,000) | Annual payroll per employee (\$) |
| Oliver County | 40 | 668 | 56,617 | 84,756 | (2) | 132 | 27,517 | 30,465 |
| Mercer County | 243 | 4,404 | 306,688 | 69,639 | 4 | na | na | na |
| Slope County | 18 | 88 | 6,094 | 69,250 | 4 | na | na | na |
| Williams County | 1,564 | 26,379 | 1,788,591 | 67,804 | 689 | 18,155 | 1,492,019 | 31,742 |
| McKenzie County | 536 | 7,444 | 490,134 | 65,843 | 360 | 6,154 | 442,451 | 28,879 |
| Mountrail County | 394 | 4,915 | 287,522 | 58,499 | 200 | 3,510 | 250,308 | 32,012 |
| Billings County | 61 | 384 | 22,288 | 58,042 | 24 | 277 | 17,284 | 11,275 |
| Dunn County | 190 | 3,084 | 176,297 | 57,165 | 104 | 2,222 | 155,027 | 32,490 |
| McLean County | 258 | 2,574 | 146,072 | 56,749 | 24 | 508 | 64,247 | 17,144 |
| Stark County | 1,225 | 17,543 | 913,300 | 52,061 | 333 | 6,589 | 579,335 | 21,573 |

Average Annual Payroll per Employee

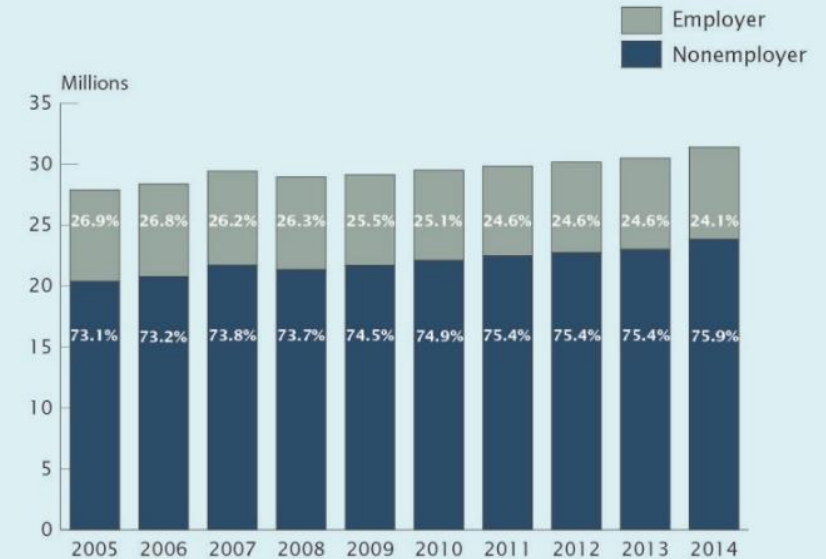
| Geographic area name | 2015 | | | | Change: 2007 to 2015 | | | |
|----------------------|--------------------------|---|--------------------------|----------------------------------|--------------------------|---|--------------------------|----------------------------------|
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| Dunn County | 190 | 3,084 | 176,297 | 57,165 | 104 | 2,222 | 155,027 | 32,490 |
| Mountrail County | 394 | 4,915 | 287,522 | 58,499 | 200 | 3,510 | 250,308 | 32,012 |
| Williams County | 1,564 | 26,379 | 1,788,591 | 67,804 | 689 | 18,155 | 1,492,019 | 31,742 |
| Oliver County | 40 | 668 | 56,617 | 84,756 | (2) | 132 | 27,517 | 30,465 |
| Divide County | 119 | 857 | 39,370 | 45,939 | 31 | 298 | 30,459 | 29,998 |
| McKenzie County | 536 | 7,444 | 490,134 | 65,843 | 360 | 6,154 | 442,451 | 28,879 |
| Burke County | 87 | 430 | 20,817 | 48,412 | (1) | 55 | 11,060 | 22,393 |
| Stark County | 1,225 | 17,543 | 913,300 | 52,061 | 333 | 6,589 | 579,335 | 21,573 |
| Bottineau County | 279 | 1,925 | 80,437 | 41,785 | 16 | 298 | 43,224 | 18,913 |
| Ward County | 2,150 | 29,739 | 1,337,142 | 44,963 | 451 | 7,061 | 721,087 | 17,797 |

Nonemployer Businesses

- Includes businesses with no paid employees
- File the Tax Form 1040 Schedule C or SE with the IRS
- Only covered by a few Census Bureau economic programs (not covered by most other sources)
- Make up **75%** of all US businesses but less than **4%** of GDP, but...
- A key engine that drives the economic growth

Having a Boss vs. Working for Yourself

Number of Employer and Nonemployer Business Establishments,
Including Percentage Distribution: 2005–2014

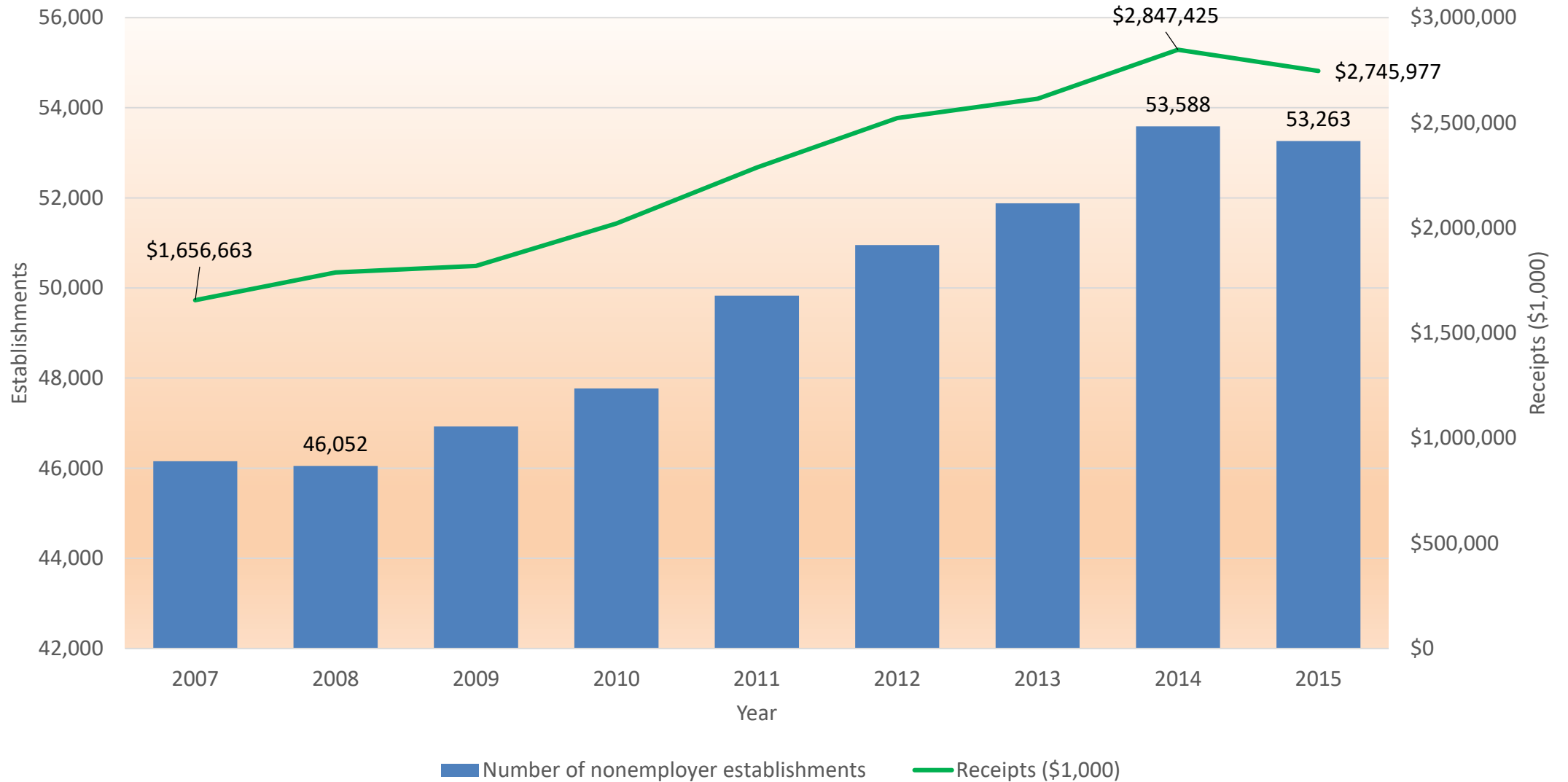


United States
Census
Bureau

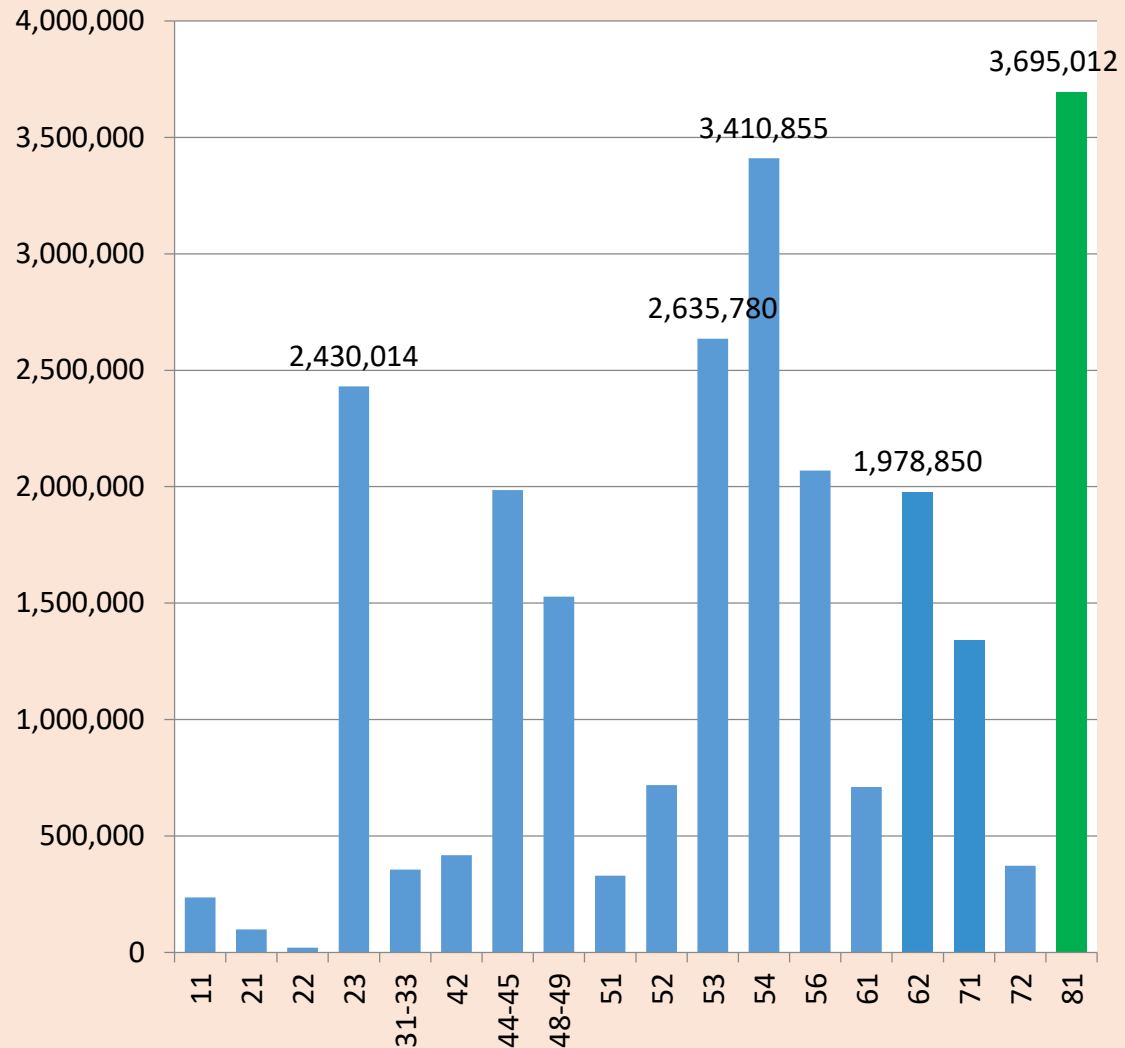
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

For 2009, improvements were made in the methodology for identifying and removing likely employers from the nonemployer universe. The 2005 Nonemployer totals may be slightly underestimated due to the IRS Tax Reporting Relief program that allowed taxpayers in hurricane affected regions additional time in filing tax returns.
Source: Nonemployer Statistics and County Business Patterns: 2005–2014

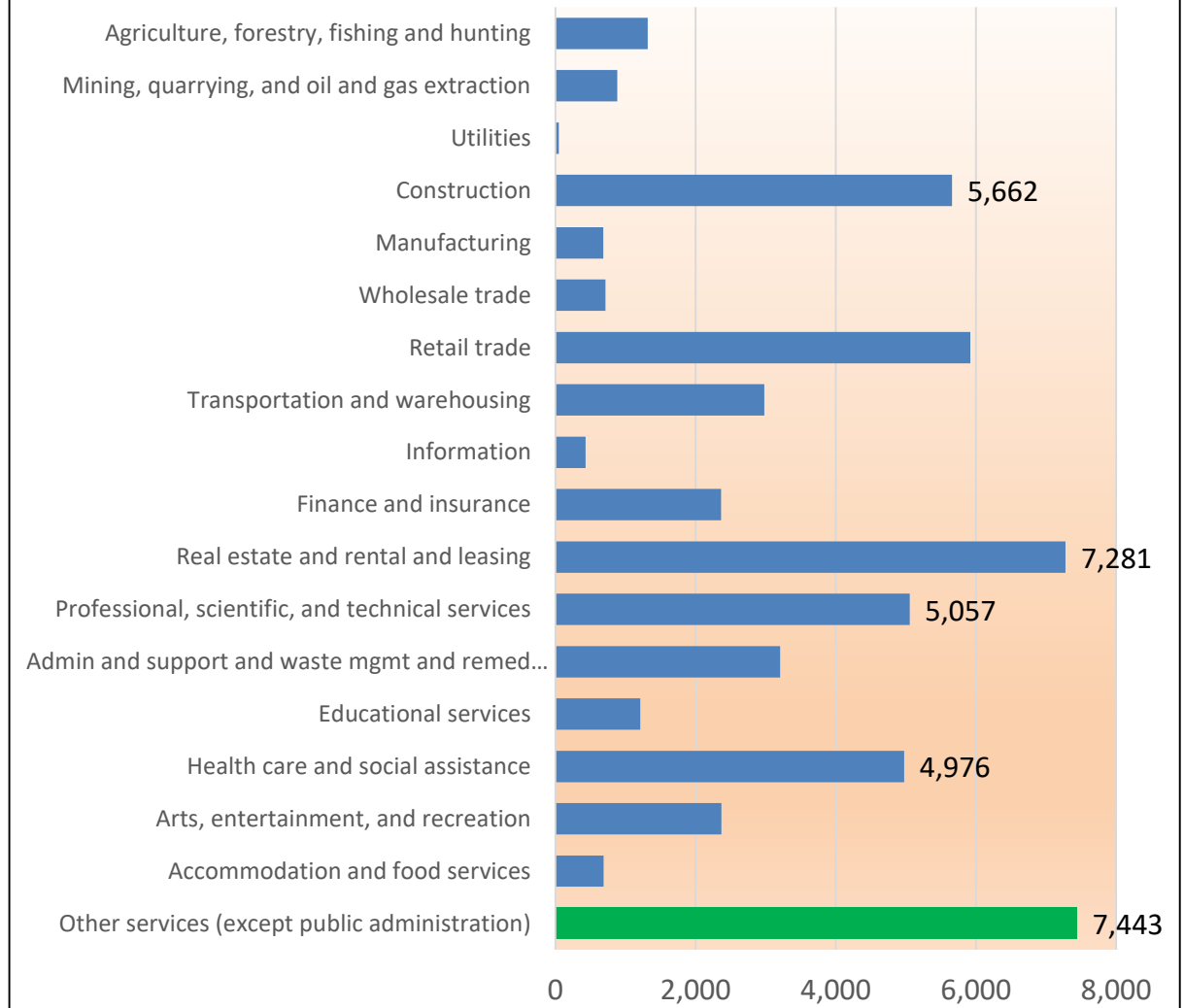
North Dakota Nonemployer Businesses: 2007 to 2015



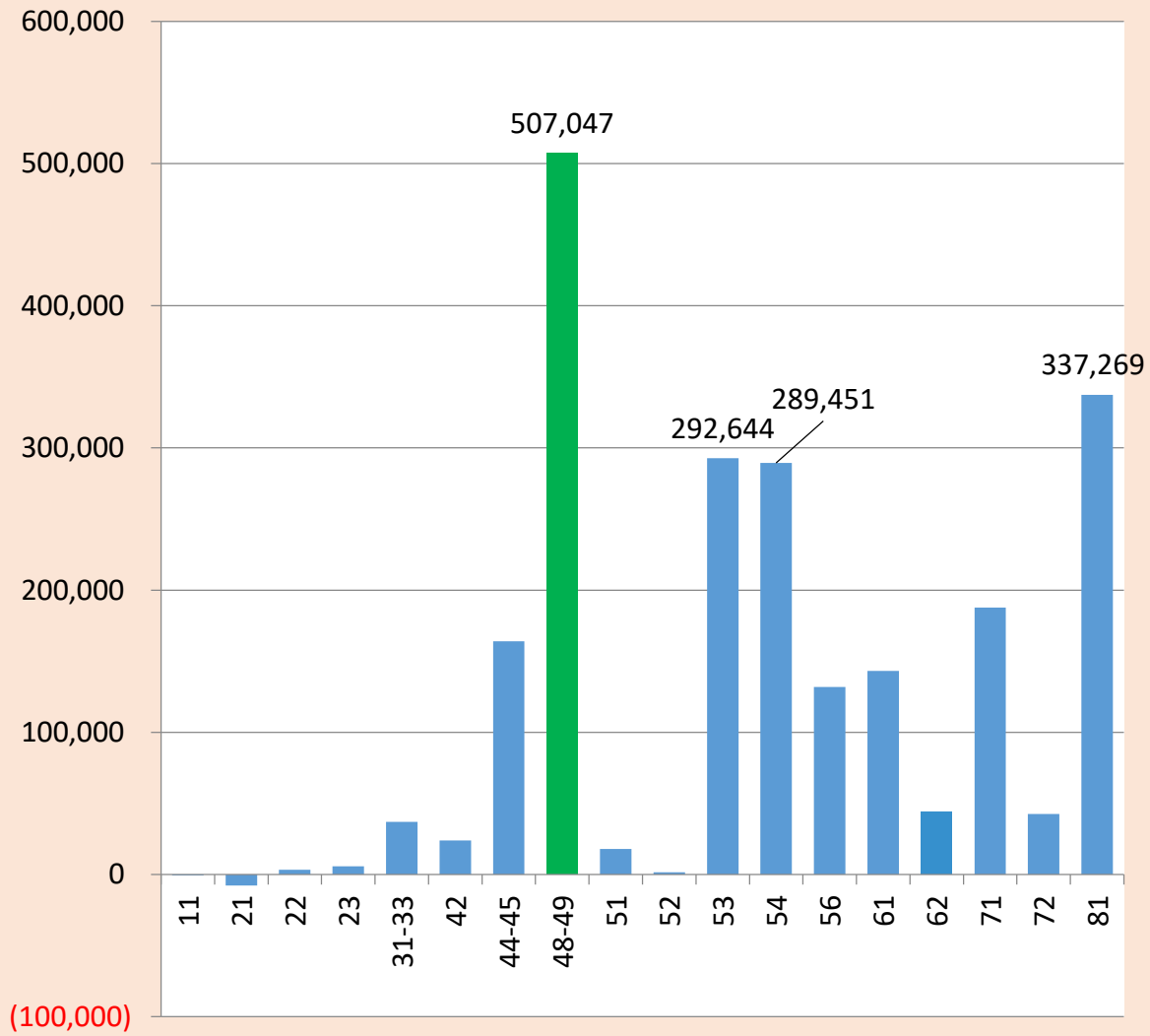
Nonemployer Establishments in the U.S.: 2015



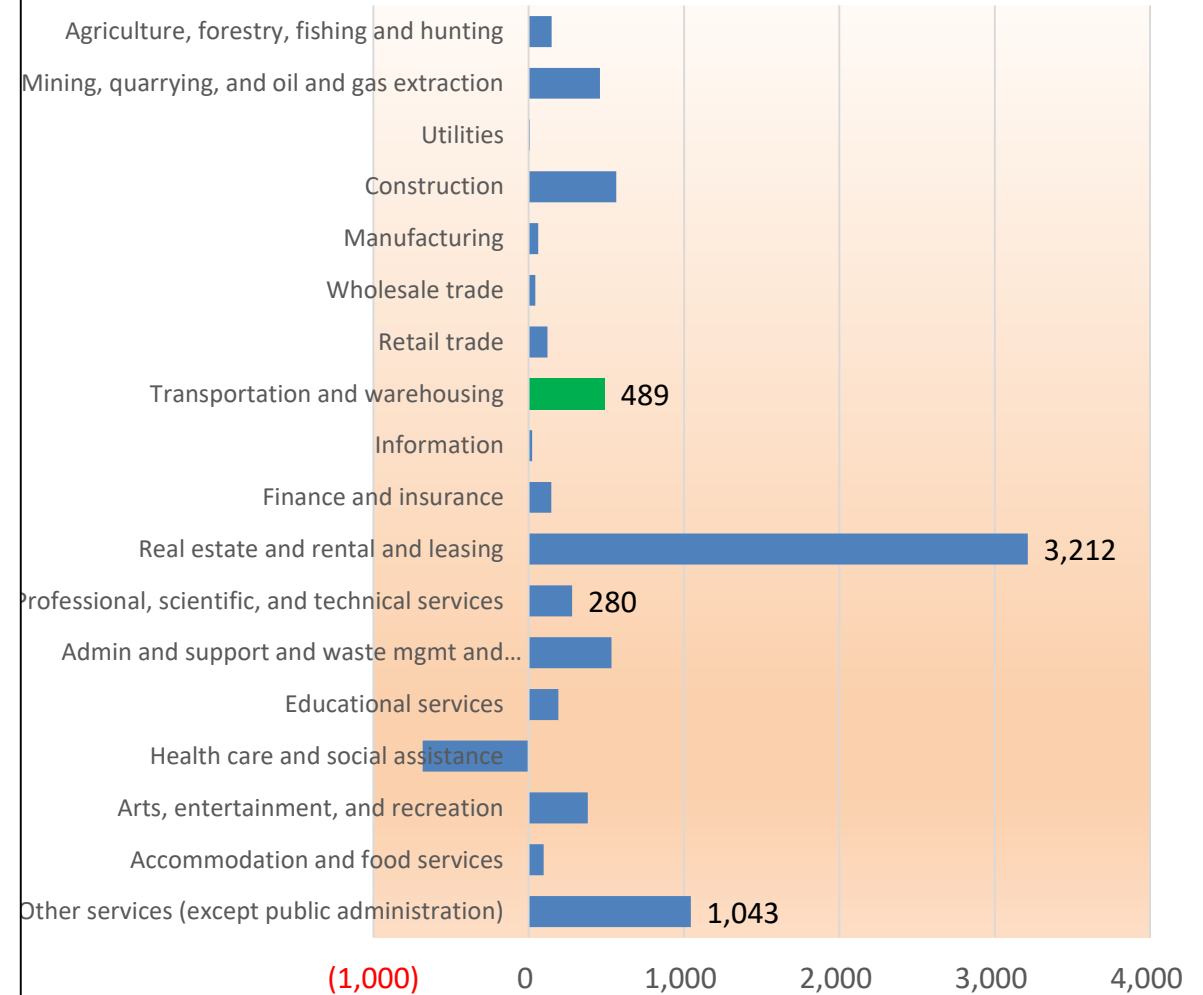
Nonemployer Establishments in North Dakota: 2015



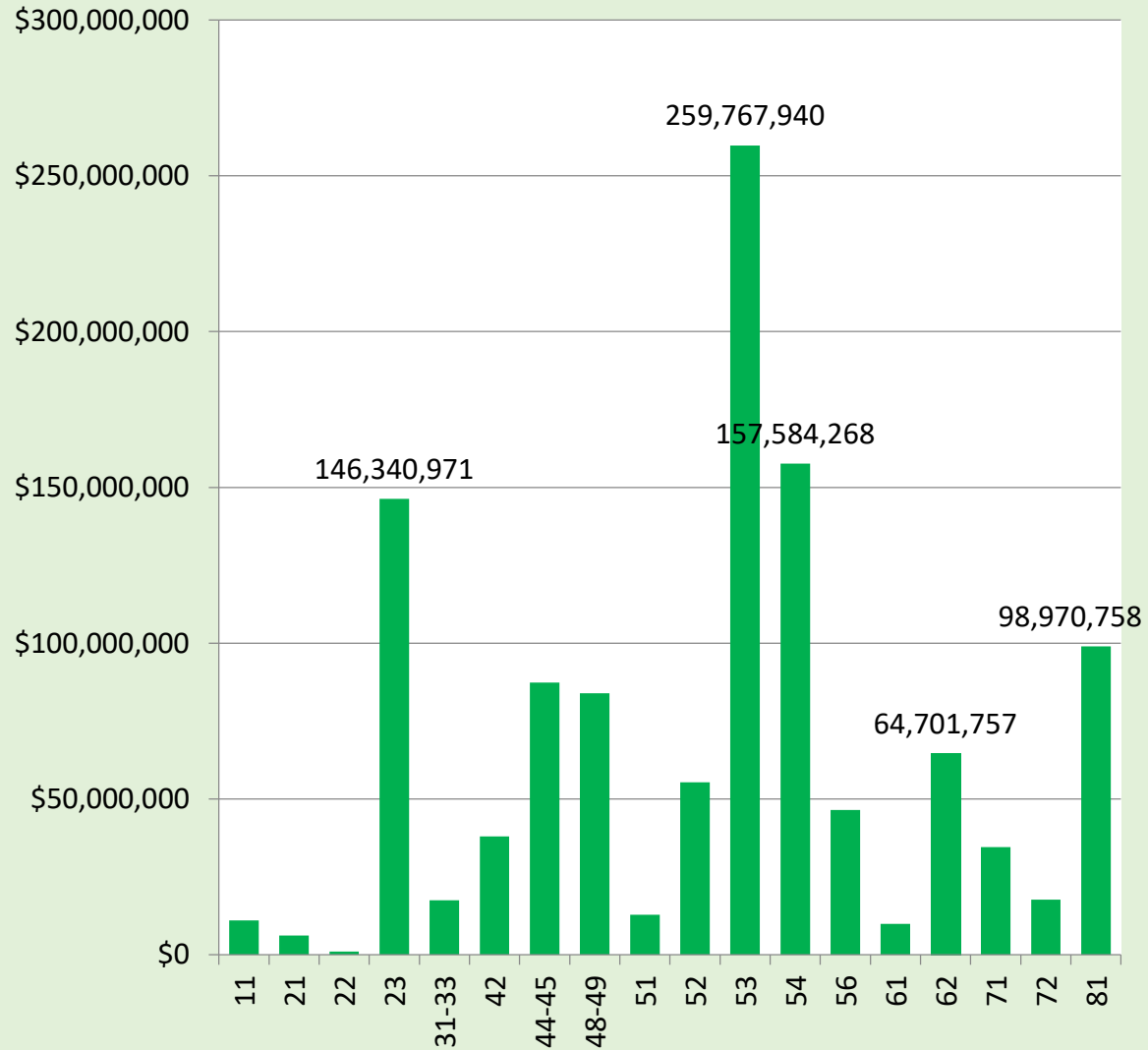
Nonemployer Establishments Change in the U.S.: 2010 to 2015



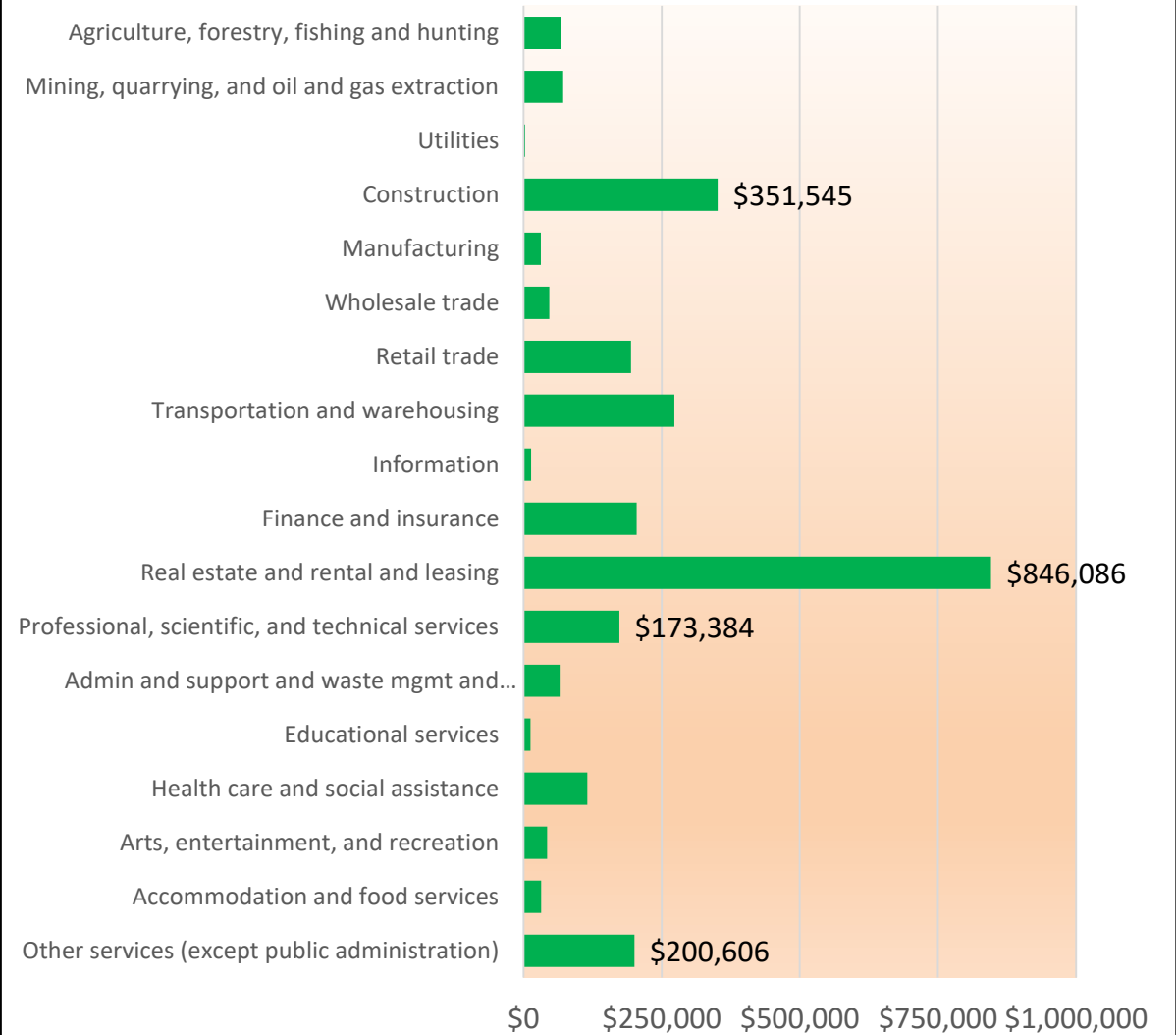
Nonemployer Establishment Change in North Dakota: 2007 to 2015



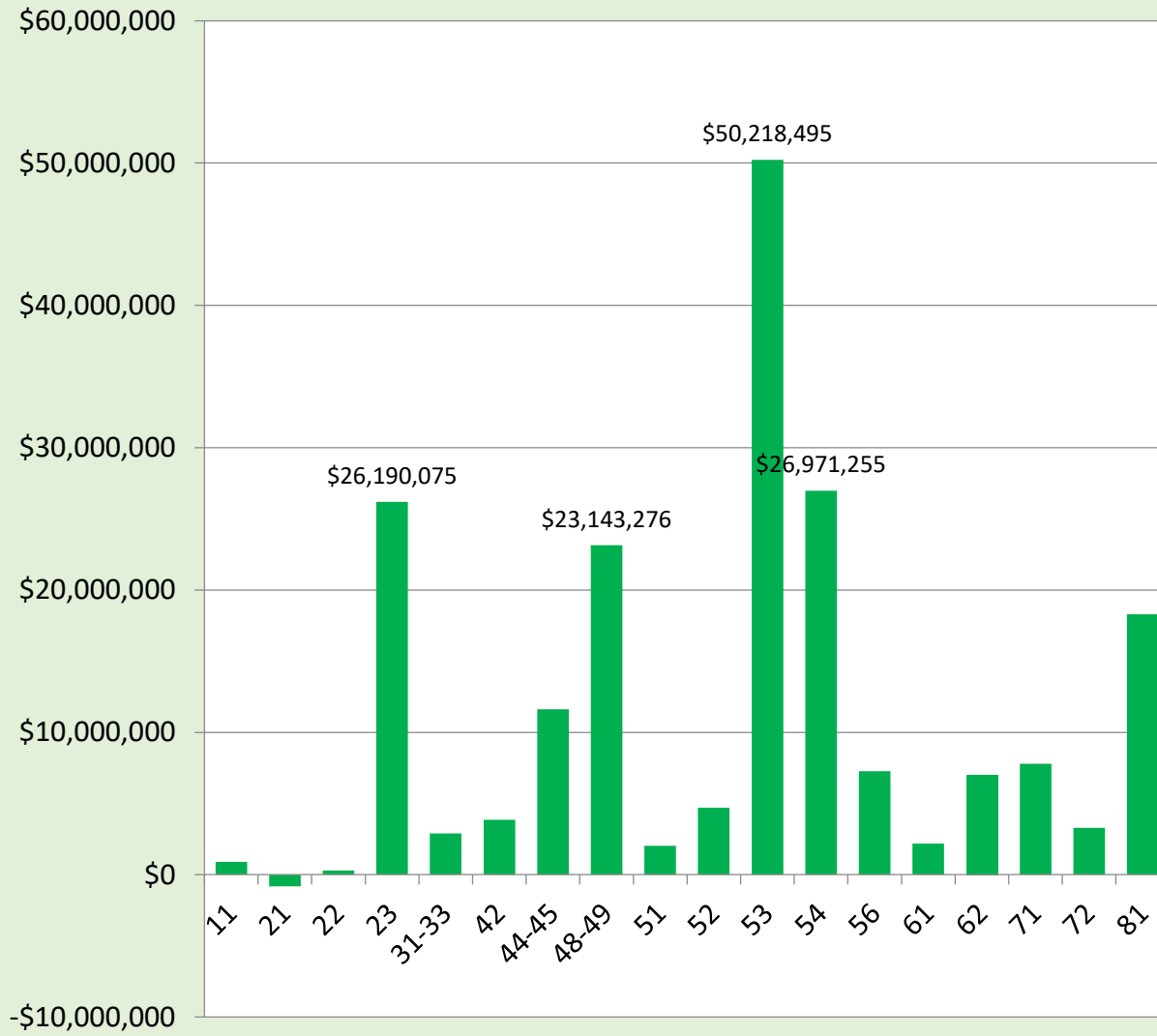
Nonemployer Receipts in the U.S.: 2015 (\$1,000)



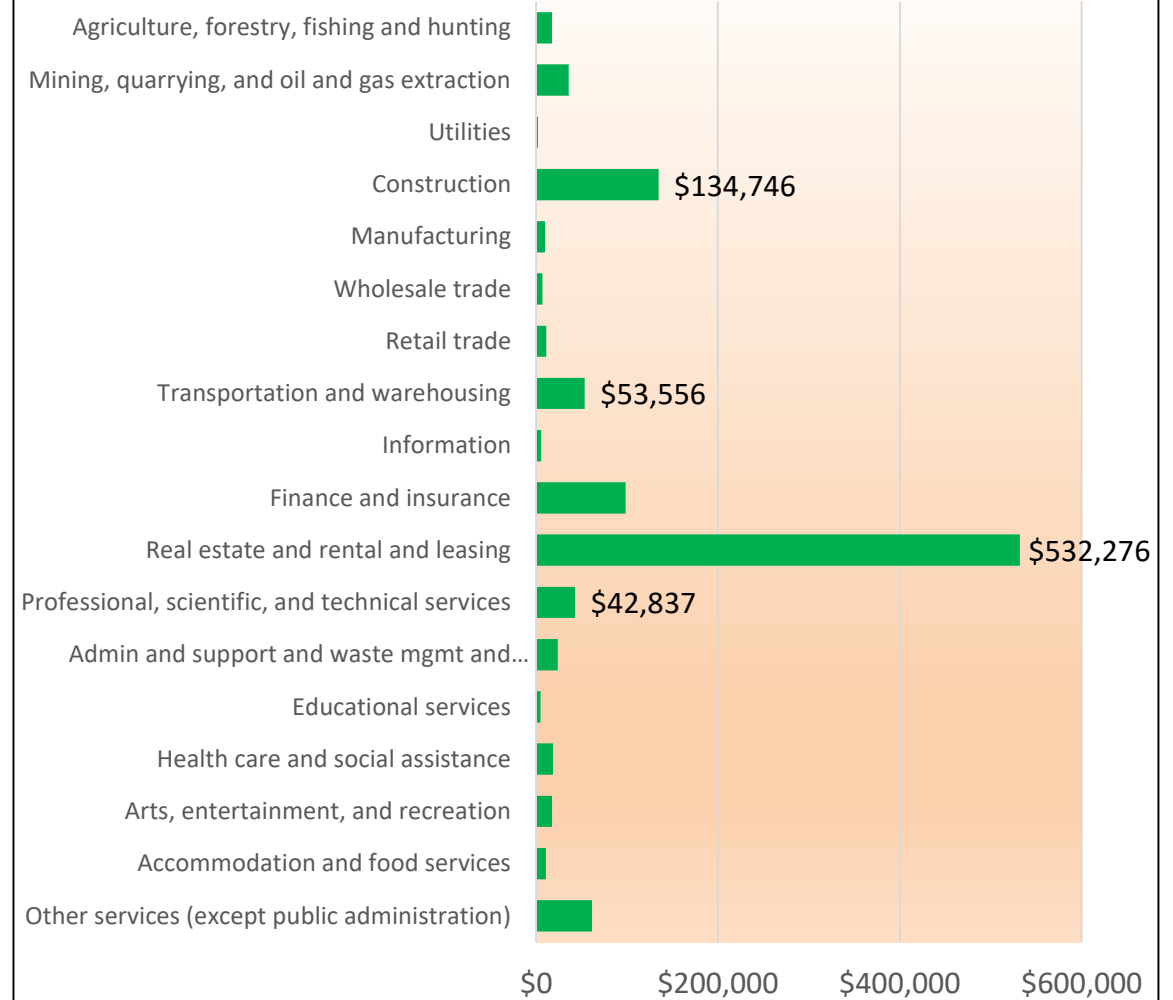
Nonemployer Receipts in North Dakota: 2015 (\$1,000)



Nonemployer Receipts Change in the U.S.: 2010 to 2015 (\$1,000)



Nonemployer Receipts Change in North Dakota: 2007 to 2015 (\$1,000)



Place-Level Data and Data on Employer Business Revenue

- **Place-level data** only published in the Economic Census
 - **Incorporated places** and **CDPs** of 2,500+ population or jobs
 - Significant disclosure suppressions (# Estabs always published)
- **Sales, shipments, receipts, revenue, and business done** also published in the EC

**Decennial Population
and Housing Census**
Every 10 years

Economic Census
Every 5 years

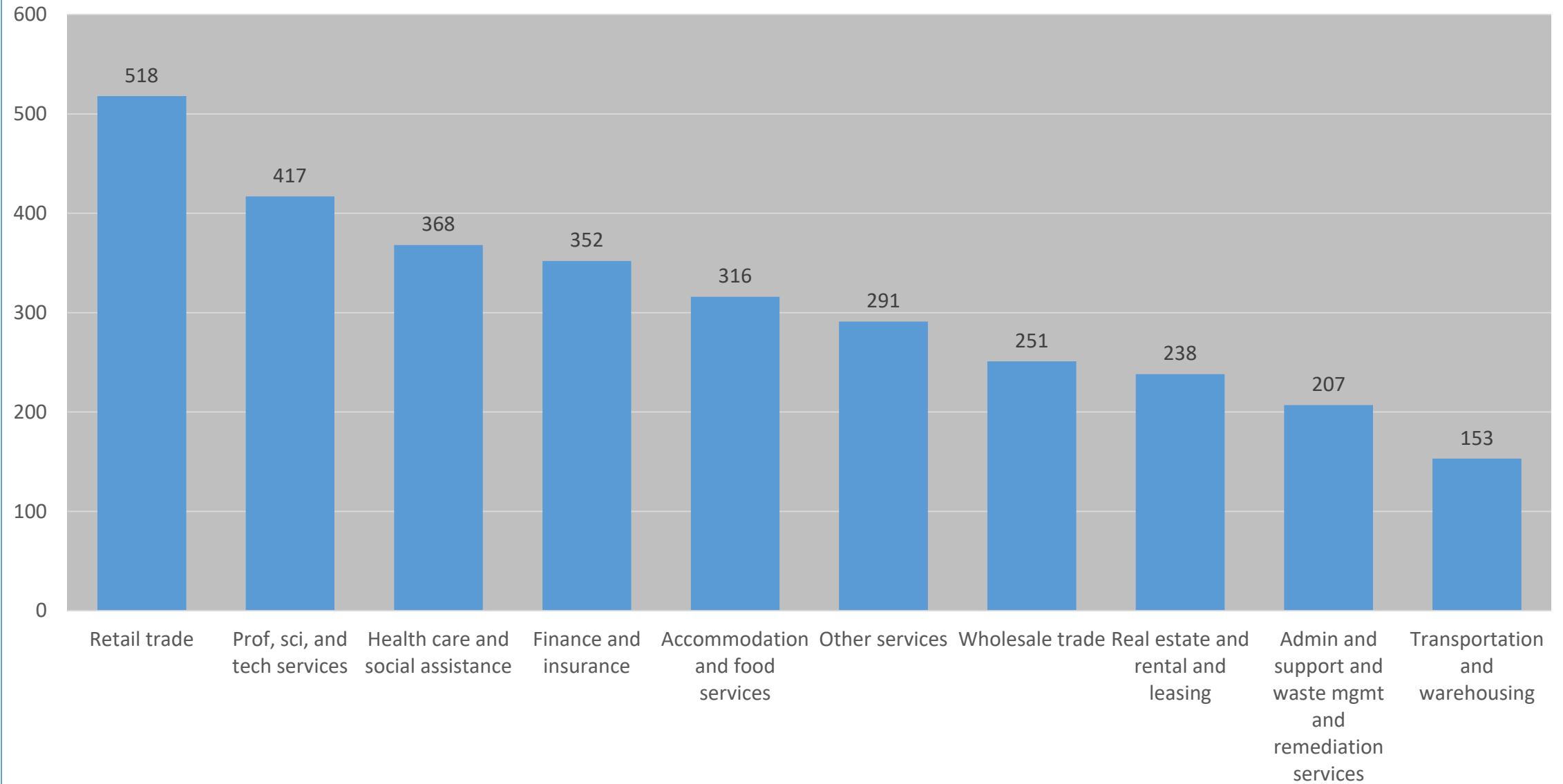
Census of Governments
Every 5 years

American Community Survey
Annual

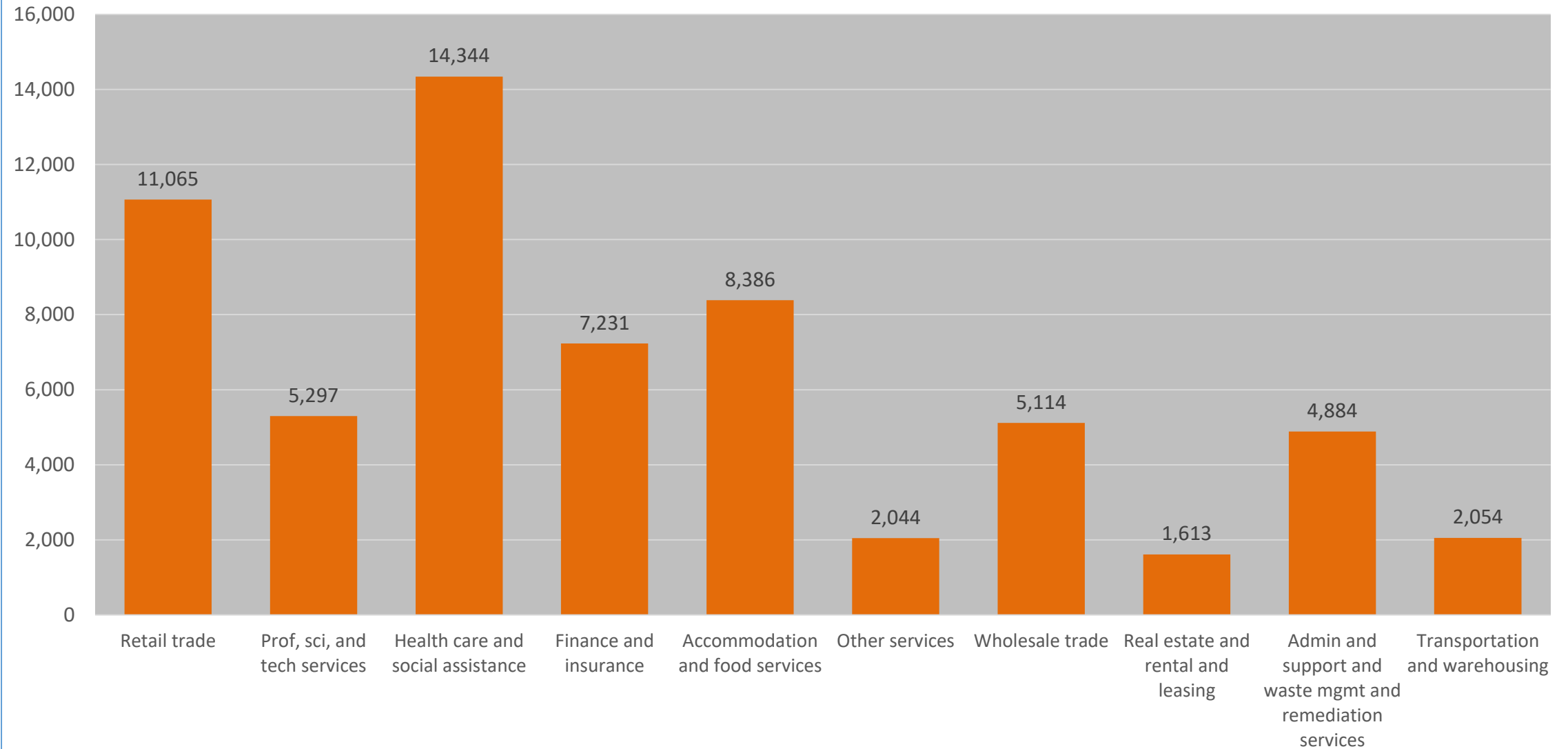
Annual Retail Trade
Annual

**Plus more than 130
demographic and economic
surveys every year**

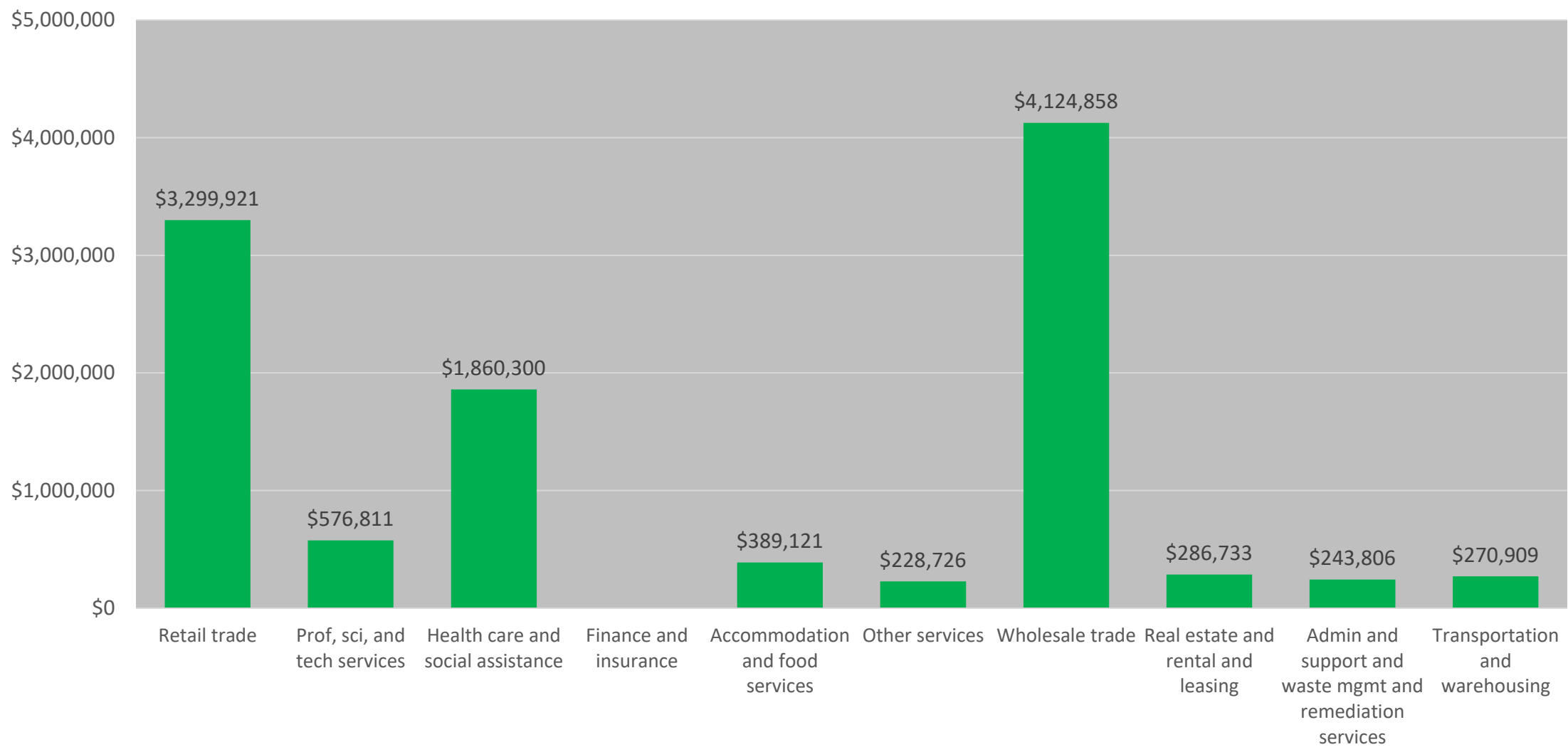
Number of establishments in key Fargo sectors: 2012



Number of employees in key Fargo sectors: 2012

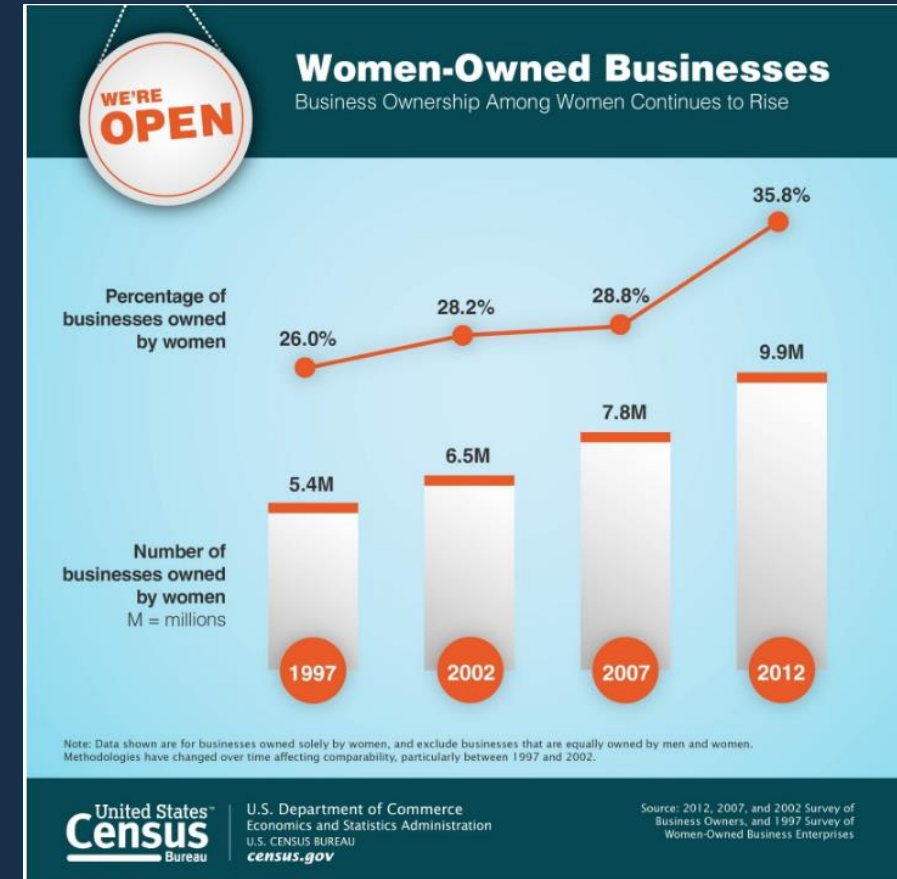


Value of Sales, Shipments, Receipts, Revenue, or Business Done in Key Fargo Sectors: 2012 (\$1,000)

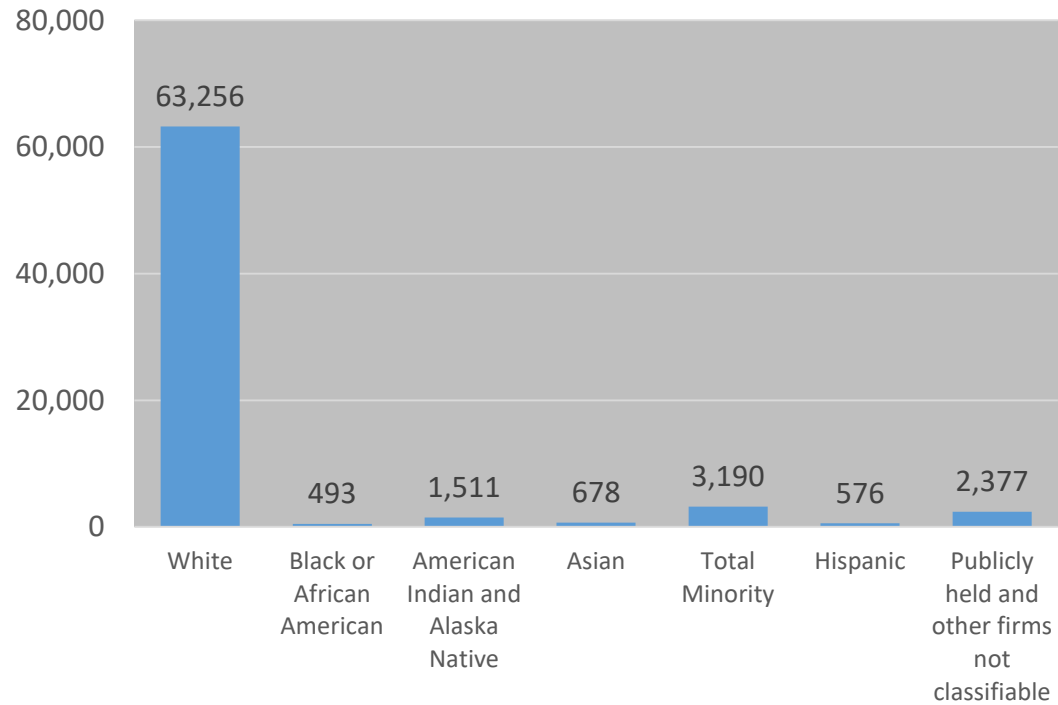


Minority-, Women-, and Veteran-Owned Businesses

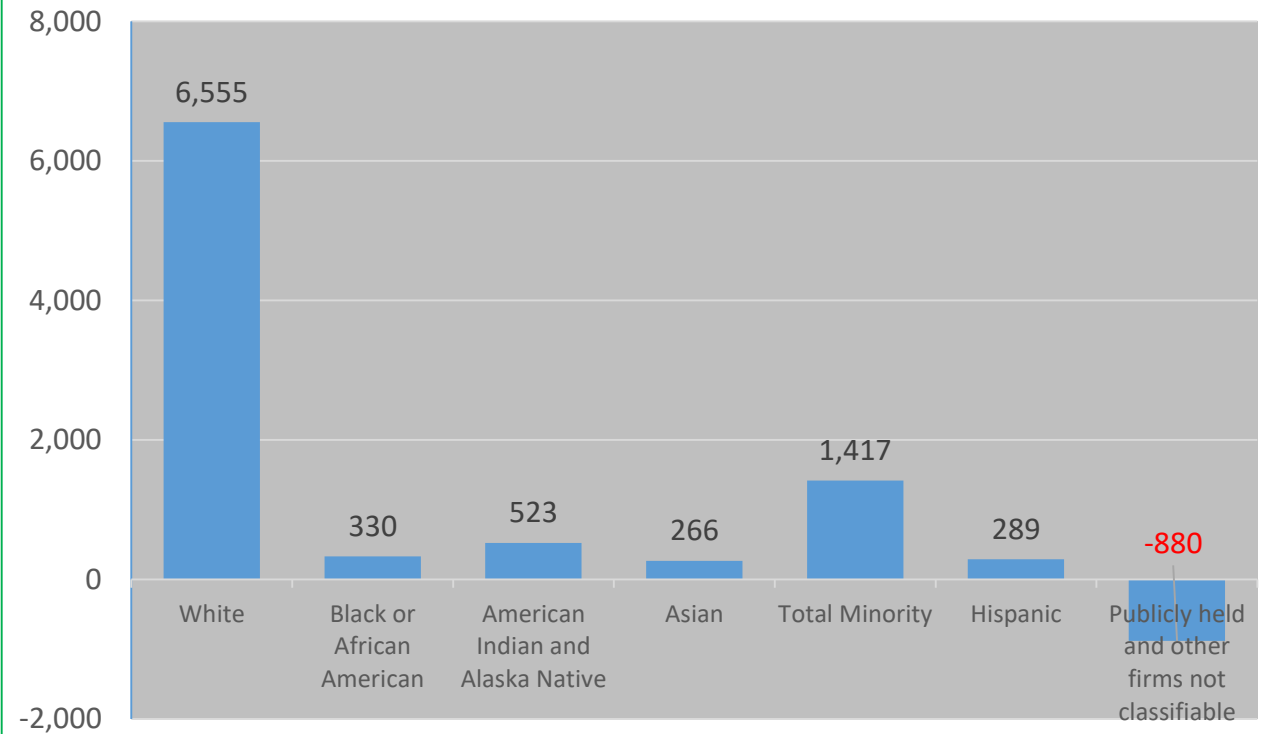
- Includes businesses with and without paid employees (employers and nonemployers)
- Covered by two Census Bureau economic program (not covered by most other sources)
 - Survey of Business Owners
 - Annual Survey of Entrepreneurs
- Programs include breakouts based on the Race, Ethnicity, Gender, and Veteran Status of the business owner; plus business characteristics
- Share of businesses varies widely by industry and geography



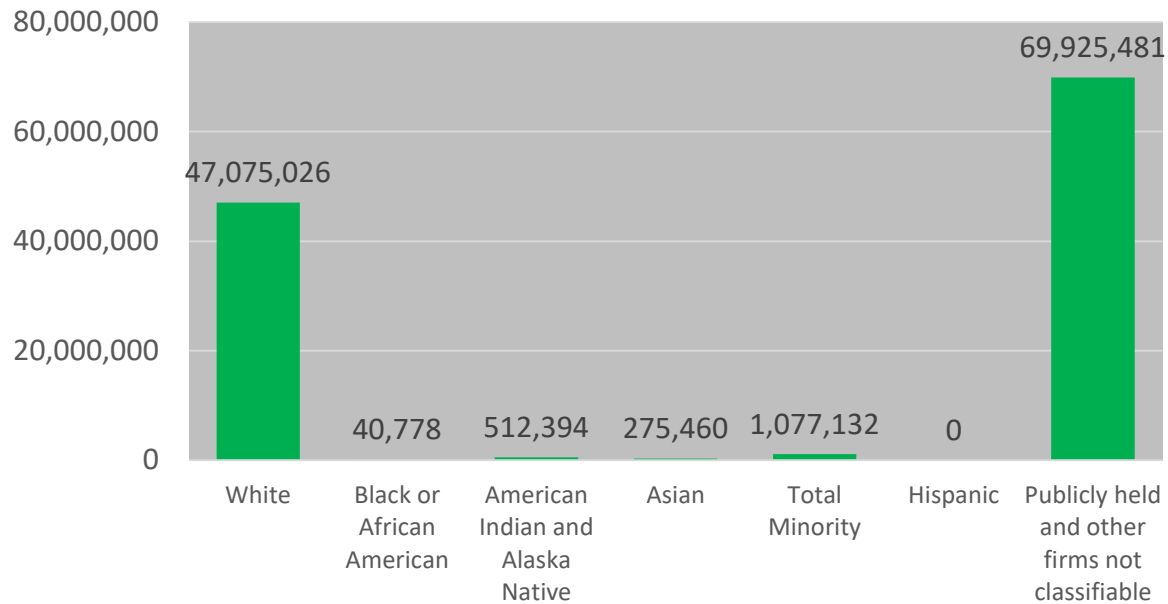
Number of North Dakota firms with or without paid employees: 2012



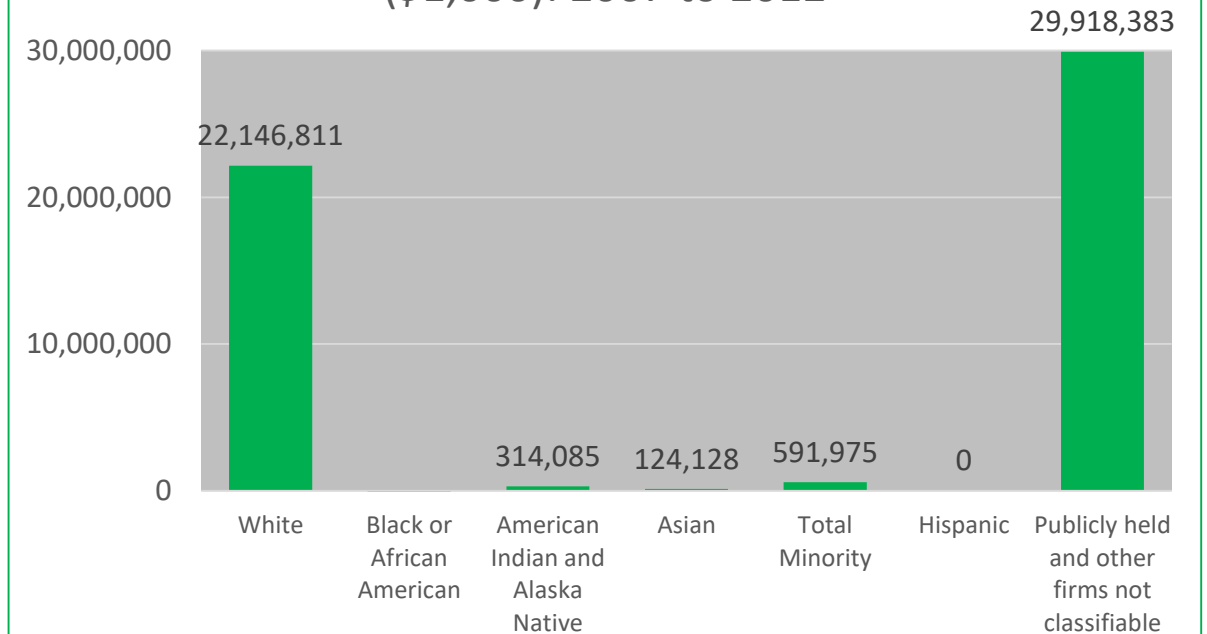
Number of North Dakota firms with or without paid employees: 2007 to 2012



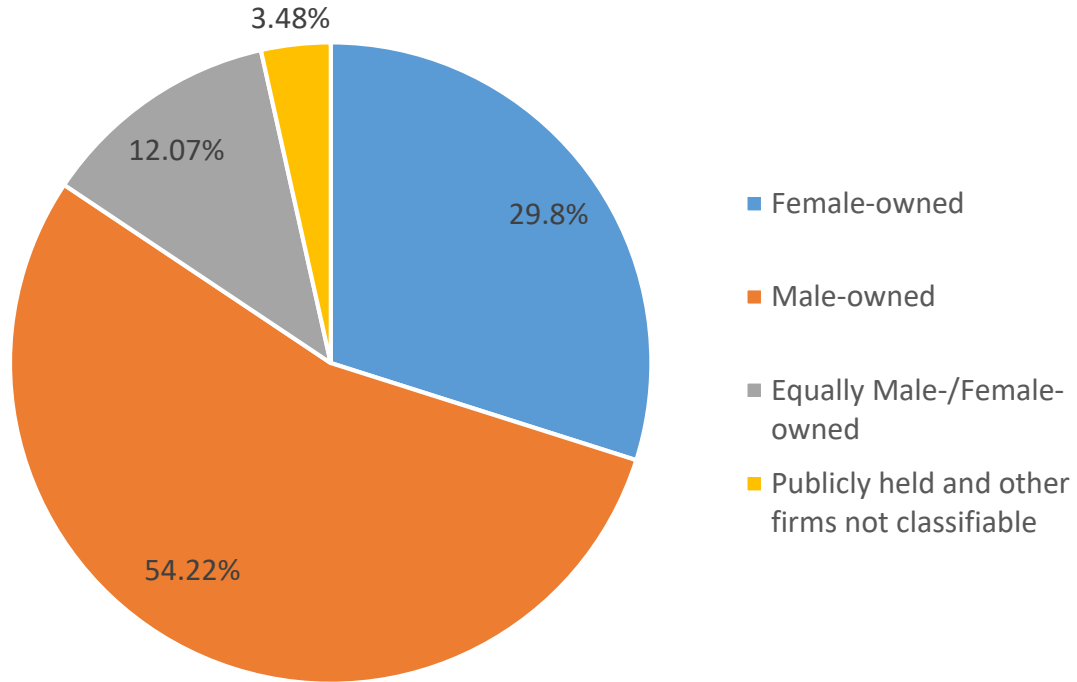
Sales, receipts, or value of shipments of North Dakota firms with or without paid employees: 2012 (\$1,000)



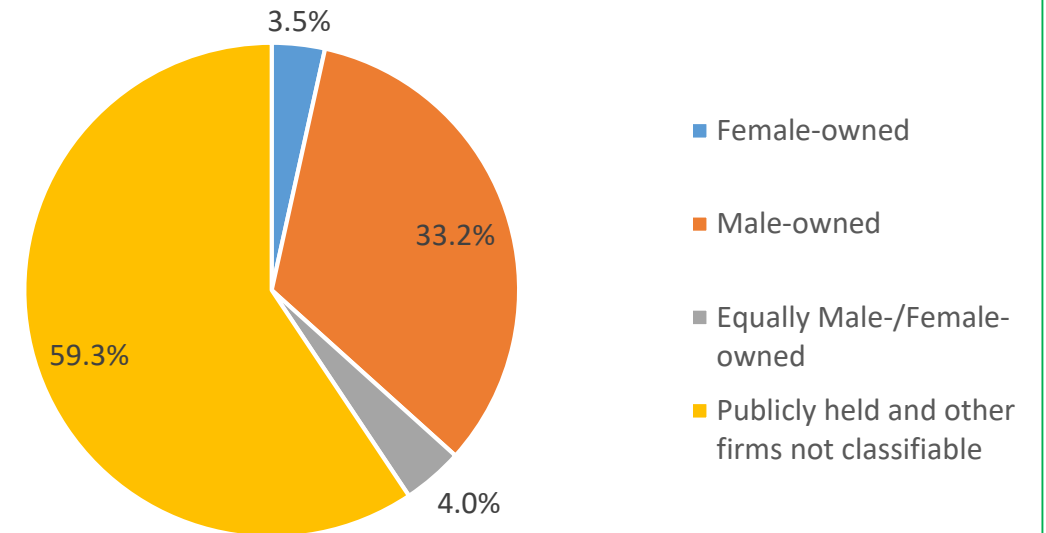
Sales, receipts, or value of shipments of North Dakota firms with or without paid employees (\$1,000): 2007 to 2012



Share of total North Dakota firms with or without paid employees

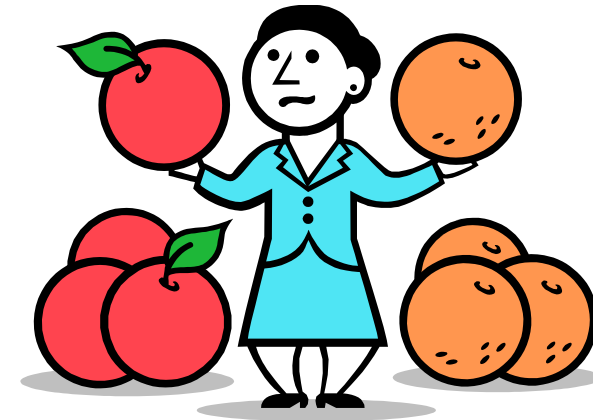


Share of total sales, receipts, or value of shipments of North Dakota firms with or without paid employees (\$1,000)



So... What Else?

- Drill down to **more detailed industries**
 - Detailed industries within each sector
- Drill down to **more detailed geographies**
 - Places within each County
- Compare to **other geographies**
 - ND and ND counties to other states
 - ND counties with your region
- View other **related data**
 - ZIP Code and Product lines data
- Merge in more **demographic data**
 - Per capita calculations
- Merge in data from **other sources**
 - Census and non-Census





Promoting Response to the 2017 Economic Census



About the Economic Census

- The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census
- The next Economic Census will be conducted in the second quarter of 2018. Companies report their 2017 year-end numbers
- Response is required by law
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep your information private and secure
- Response is required online. This reduces the time needed for completion, improves accuracy, and provides significant cost savings for taxpayers
- Results from the Economic Census are free and available to guide business decisions and policy-making

Economic Census Response

- Program launches in May 2018
 - Official letters mailed with web address and unique company code to access online survey
 - Deadline for response is June 12, 2018
- Respondents will be instructed to set up online account on secure website to complete survey
 - New requirement for Census Bureau economic surveys
 - Similar to other online accounts with email username, password, security questions
- Key changes include
 - Online response requirement, new reporting instrument for businesses with multiple locations, change in data collection timeframe
- Help will be available online and via telephone
- Informational website to launch in March



Communications to Organizations

Three dates to remember: “9-8-7”



| April | | | | | | |
|-------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

April 9th

Communications Campaign launches. Organizations asked to distribute advance information to membership – “Economic Census is Coming in early May” with “How to Prepare” kit.

| May | | | | | | |
|-----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

May 8th

Official letters with online access codes are arriving at respondent businesses. Organizations asked to distribute “Arrival” email with invitation to “How to Respond” Webinar held week of May 14th.

| June | | | | | | |
|------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

June 7th

Organizations asked to distribute “Due Date Reminder” email to membership and additional communications in advance of Economic Census response deadline – June 12th

- Communications materials to inform membership are available for download online
- All information and materials will be available at: www.census.gov/EconomicCensus

Summary

- A wealth of data available from Census Bureau
Economic Programs
- Using these data can help spur economic development by helping us understand the local economy
- Garbage In = Garbage Out... help us promote response to our programs to ensure the quality of the data we publish

Q & A and Thank You!

Contact me at:

andrew.w.hait@census.gov

(301)763-6747

